



Putting **artists** on the Map

A five-part study of greater Cleveland artists' location decisions

Part 3: Attitudinal Analysis - Artist Housing and Space Survey



Cleveland State University
Maxine Goodman Levin
College of Urban Affairs

Northern Ohio Data & Information Service



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Attitudinal Analysis: Survey of Artists

April 20, 2011

This document represents Part 3 in a series of five reports that will detail the residential and work space location preferences of Cuyahoga County's artists.



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TABLE OF CONTENTS

LIST OF TABLES AND MAPS	i
LIST OF FIGURES	i
INTRODUCTION	1
SURVEY METHODS	1
RESULTS	4
A. Demographic Characteristics.....	4
B. Artistic Disciplines.....	8
C. Housing and Place of Residence.....	14
D. Home and Work Space.....	19
E. Space/Neighborhood Amenity Preferences.....	23
F. Interest in the Land Bank and Vacant Properties Program.....	30
G. Characteristics of Artists Interested in the Program.....	34
APPENDIX A: Survey Questionnaire.....	A1

LIST OF TABLES AND MAPS

Table 1: Organizations Providing Geocodable Email Addresses.....	2
Map 1: Geographic Distribution of Respondents.....	3

LIST OF FIGURES

Figure A.1: Age	4
Figure A.2: Number of Persons in Household	5
Figure A.3: Number of Persons under 18 in Household.....	5
Figure A.4: Ethnicity/Race	6
Figure A.5: Educational Attainment.....	6
Figure A.6: Household Income.....	7
Figure A.7: Income from Art Work.....	7
Figure B.1: Major Disciplines.....	8
Figure B.2: Subcategories of Visual Arts	9
Figure B.3: Subcategories of Craft.....	9
Figure B.4: Subcategories of Theater	10
Figure B.5: Subcategories of Music.....	10
Figure B.6: Subcategories of Design	11
Figure B.7: Subcategories of Literary.....	11
Figure B.8: Subcategories of Media	12
Figure B.9: Subcategories of Dance.....	12
Figure B.10: Interdisciplinary Artist - Totals for Indicated Disciplines.....	13
Figure C.1: Type of Residential Unit.....	15
Figure C.2: Type of Residential Structure.....	16
Figure C.3: Living Space.....	16
Figure C.4: Monthly Rent or Mortgage Payments.....	17

Figure C.5: Utility Costs.....	17
Figure C.6: Neighborhood or Suburban Residence.....	18
Figure C.7: Most Attractive Factors of Neighborhood or Suburb.....	18
Figure D.1: Location of Art-Related Work.....	20
Figure D.2: Space Dedicated to Art-Related Work at Home.....	20
Figure D.3: Preferences of those who Work in the Home.....	21
Figure D.4: Space Dedicated to Art-Related Work Outside of Home.....	21
Figure D.5: Shared Space.....	22
Figure D.6: Preferences of those who Work Outside the Home.....	22
Figure E.1: Preference for Owning or Renting.....	24
Figure E.2: Maximum Willing to Pay.....	24
Figure E.3: Separate versus Combined Living and Work Space.....	25
Figure E.4: Minimum Space Needed for Living Space.....	25
Figure E.5: Minimum Needed for Art-Related Work.....	26
Figure E.6: Preferences for Type of Work and Living Spaces.....	26
Figure E.7: Most Appealing Housing Styles for Living Space.....	27
Figure E.8: Most Appealing Housing Styles for Work Space.....	27
Figure E.9: Most Attractive Building Amenities for Work Space.....	28
Figure E.10: Most Attractive Amenities a Building Would Have Access to for Work Space.....	28
Figure E.11: Most Attractive Neighborhood Amenities.....	29
Figure E.12: Preferred Neighborhoods.....	29
Figure F.1: Interest in Participating in a Land Bank and Vacant Properties.....	31
Figure F.2: Willingness to Participate in Specific Activities.....	31
Figure F.3: Willingness to Participate in Specific Activities in Exchange for Low-Cost Space.....	32
Figure F.4: Local Resources Most Helpful in Obtaining Space.....	32
Figure F.5: Interest in Receiving Updates on the Project.....	33
Figure G.1: Housing Tenure and Interest in the Program.....	35
Figure G.2: Type of Residence and Interest in the Program.....	35
Figure G.3: Household Size and Interest in the Program.....	36
Figure G.4: Age and Interest in the Housing Program.....	36
Figure G.5: Gender and Interest in the Program.....	37
Figure G.6: Race/Hispanic Ethnicity and Interest in the Program.....	37
Figure G.7: Educational Attainment and Interest in the Program.....	38
Figure G.8: Household Income and Interest in the Program.....	38
Figure G.9: Artistic Discipline and Interest in the Program.....	39
Figure G.10: Current Art-Related Work Space and Interest in the Program...	39

INTRODUCTION

This report provides a brief descriptive analysis of the responses to a survey of artists¹ in Cuyahoga County. The purpose of the survey was to identify the characteristics of artists' home and work space, their requirements and preferences for space and amenities that support their work. The survey also identifies the subcategories of art disciplines practiced by the artist sector countywide.

SURVEY METHODS

The survey was conducted via the Internet in the summer of 2010. A copy of the survey instrument is provided in Appendix A.

Email addresses were obtained from a variety of arts and culture organizations in the county and the state. Table I provides a list of the organizations that provided geocodable email addresses. More than 5,000 records were reduced to 4,016 Cuyahoga County artists and further refined to 2,982 that had email addresses. This count includes an additional 68 email addresses that were provided by BAYarts that were not geocodable because they were not tied to residential addresses.

The response rate was 19 percent - 568 of 2,982, including a small number of email addresses that were invalid. Based on a question in the survey, 71 respondents indicated that they did not reside in the county and were excluded from the analysis, leaving 497 responses for the analysis. Map I shows the geographic distribution of respondents.

The results cover the major topics listed below. The characteristics of those who are interested in a vacant properties program are described in section G in order to help assess how such a program could be best developed and marketed to the artist community.

- A. Demographic Characteristics
- B. Artistic Disciplines
- C. Housing and Place of Residence
- D. Home and Work Space
- E. Space/Neighborhood Amenity Preferences
- F. Interest in a Land Bank Properties Program
- G. Characteristics of Artists Interested in the Program

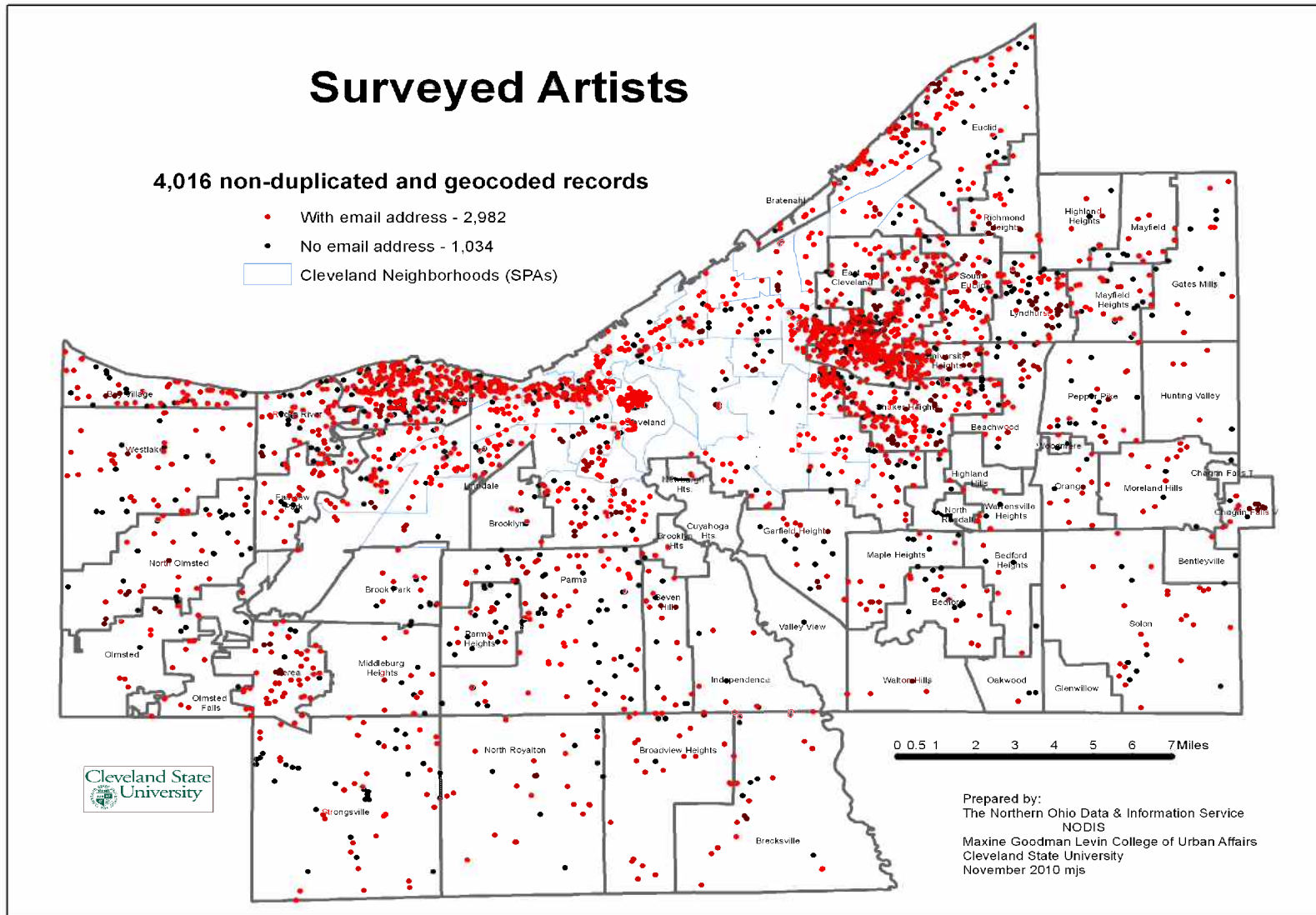
¹ The term artist is inclusive of performance, visual and literary artists.

Table I: Organizations Providing Geocodable Email Addresses²

SOURCE	Original lists geocoded		After removing duplicates	
	Count	Percent	Count	Percent
Apollo's Fire	21	0.4	19	0.5
Art House	200	3.9	155	3.9
Cleveland Artists Foundation--Cleveland's Center for Regional Art	30	0.6	23	0.6
Cleveland Public Theatre	207	4.1	181	4.5
Community Partnership for Arts and Culture	609	12.0	608	15.1
Cuyahoga County Artists - Creative Writer's Directory	21	0.4	21	0.5
Independent Pictures	1	0.0	1	0.0
Ingenuity	362	7.1	291	7.2
Ohio Arts Council - Creative Writers	47	0.9	47	1.2
Ohio Arts Council - Individual Excellence Award Applicants	369	7.2	368	9.2
Ohio Arts Council - Online Visual Artist Registry	97	1.9	96	2.4
Opera Cleveland - Lucia Chorus	36	0.7	20	0.5
Opera Cleveland - Orchestra	40	0.8	34	0.8
Opera Cleveland - Production Staff	15	0.3	9	0.2
Rainey Institute	27	0.5	27	0.7
SPACES	1,293	25.4	878	21.9
The Cleveland Institute of Art	1,525	29.9	1,081	26.9
The Music Settlement	141	2.8	121	3.0
Young Audiences of Northeast Ohio	53	1.0	36	0.9
Total	5,094	100.0	4,016	100.0

² As noted in the text, BAYarts also provided an additional 68 email addresses that were used for the survey effort, although, the email addresses did not include residential addresses. Therefore, they were not able to be geocoded. For this reason, they do not appear in Table I or Map I. CPAC would also like to thank the Beck Center for the Arts for its support and assistance in helping to spread the word about the data collection effort supporting this work.

Map I: Geographic Distribution of Respondents



RESULTS

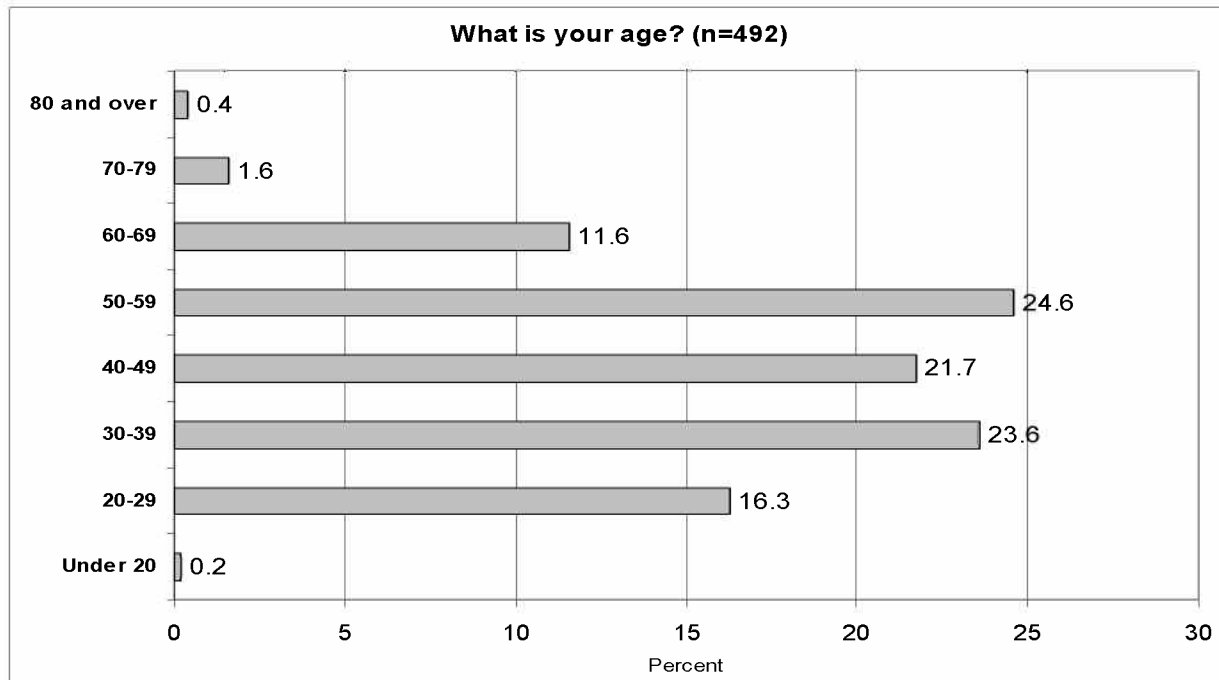
A. Demographic Characteristics

More than half (56%) of the respondents were female (versus an estimated 52.6% of all residents in the county³.) The median age was 43 years (versus 39.7 countywide). Nearly half (48.4%) lived in two-person households⁴ and more than one-fifth are in one-person households (vs. 19.6% of the county's adults). Only a little more than one-in-five (21.8%) had persons under age 18 living in the home (vs. 26% of households with own children in the home countywide).

Four-fifths (82.3%) of the artist-respondents were Caucasian (vs. 65.9% of the county's population).

The responding artists had high educational attainment when compared to the adult population of the county – 44.9% had a BA as the highest level of education, another 38.2% also had a masters or professional degree, and 3.3% had a doctorate degree (vs. 16.4%, 10.4%, and 1.1% of adults countywide). Their incomes, as measured by household income, were also relatively high, with the median estimated as \$53,148⁵, compared to \$40,101 countywide in 2009). However, almost half of the respondents indicated that their income earned from their art was less than 20 percent of their total income. Only 17.2 percent said that their art supplied at least 80 percent of their income.

Figure A.1: Age



³ Countywide comparisons are drawn from the 2009 American Community Survey (ACS).

⁴ A comparable percent was not available from the ACS for the county's adult population, though the ACS does report that an estimated 31 percent of all households were 2-person households.

⁵ The median lies within the \$40,000 to \$59,999 range provided in the questionnaire. It was calculated from a relatively very small number of ranges (5) and thus is only very roughly accurate.

Figure A.2: Number of Persons in Household

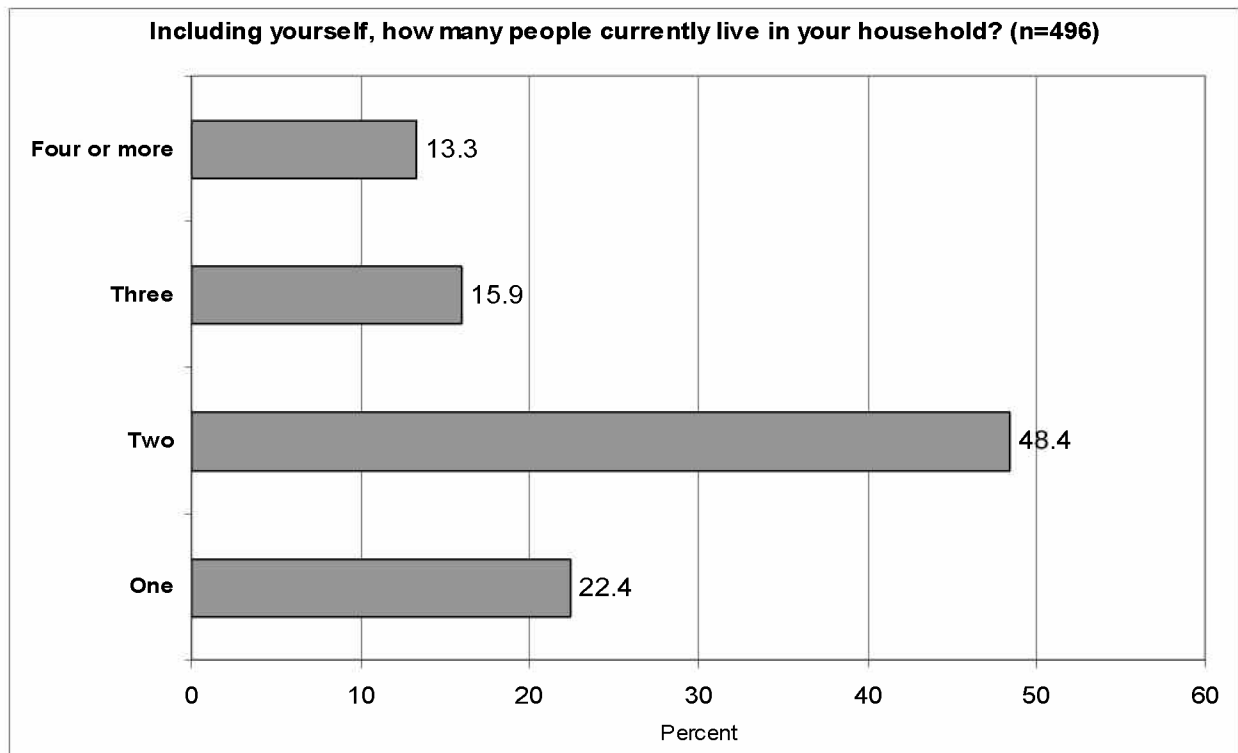


Figure A.3: Number of Persons under 18 in Household

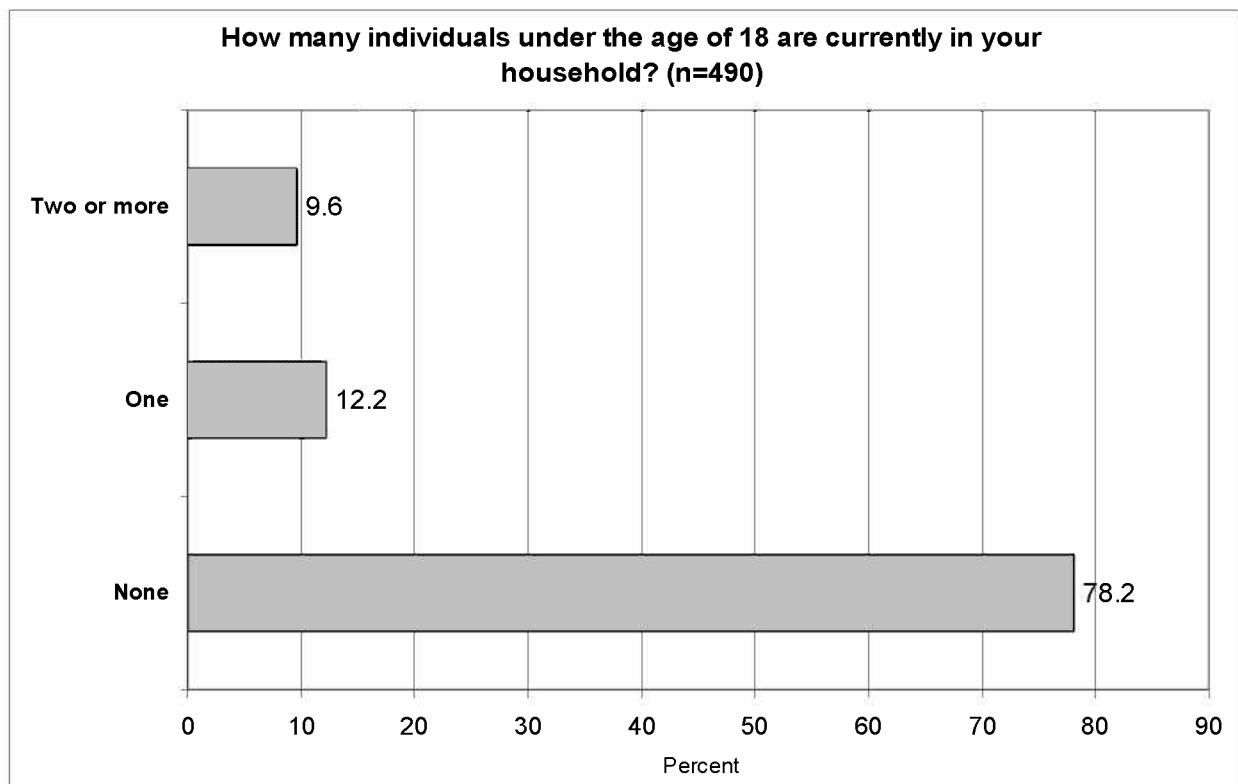


Figure A.4: Ethnicity/Race

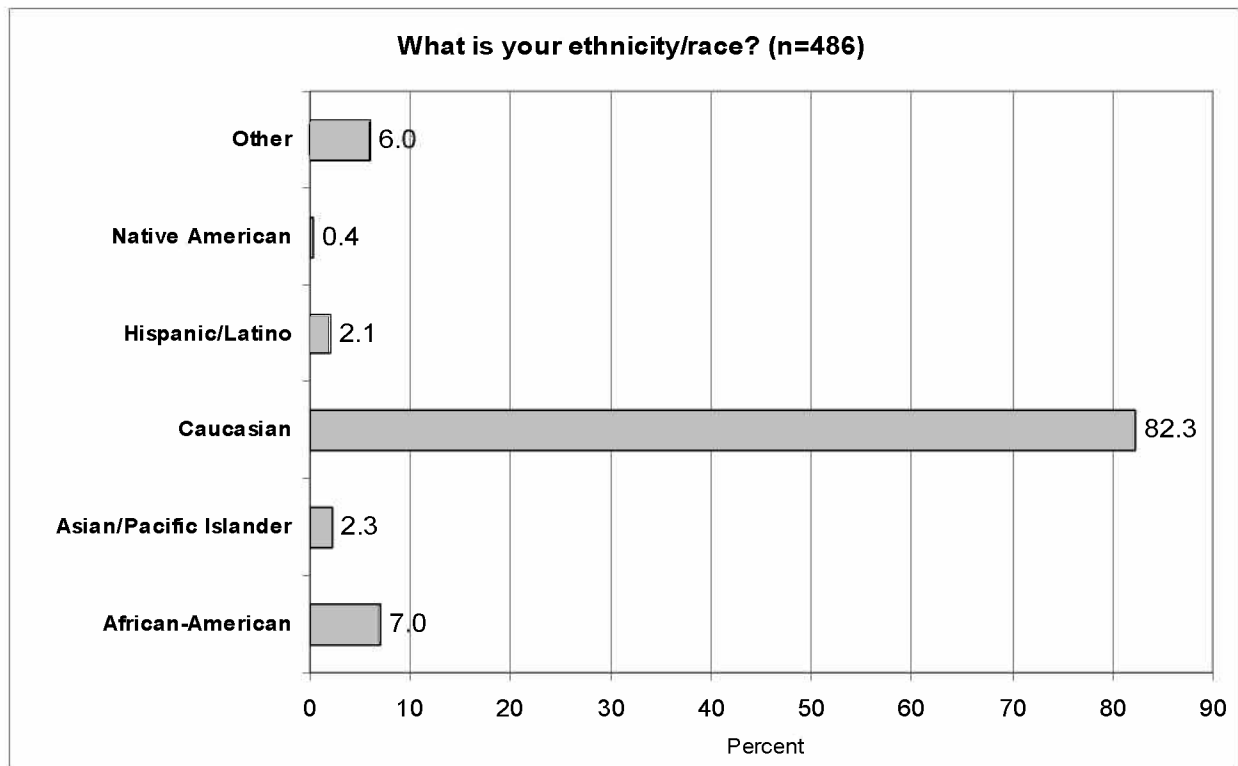


Figure A.5: Educational Attainment

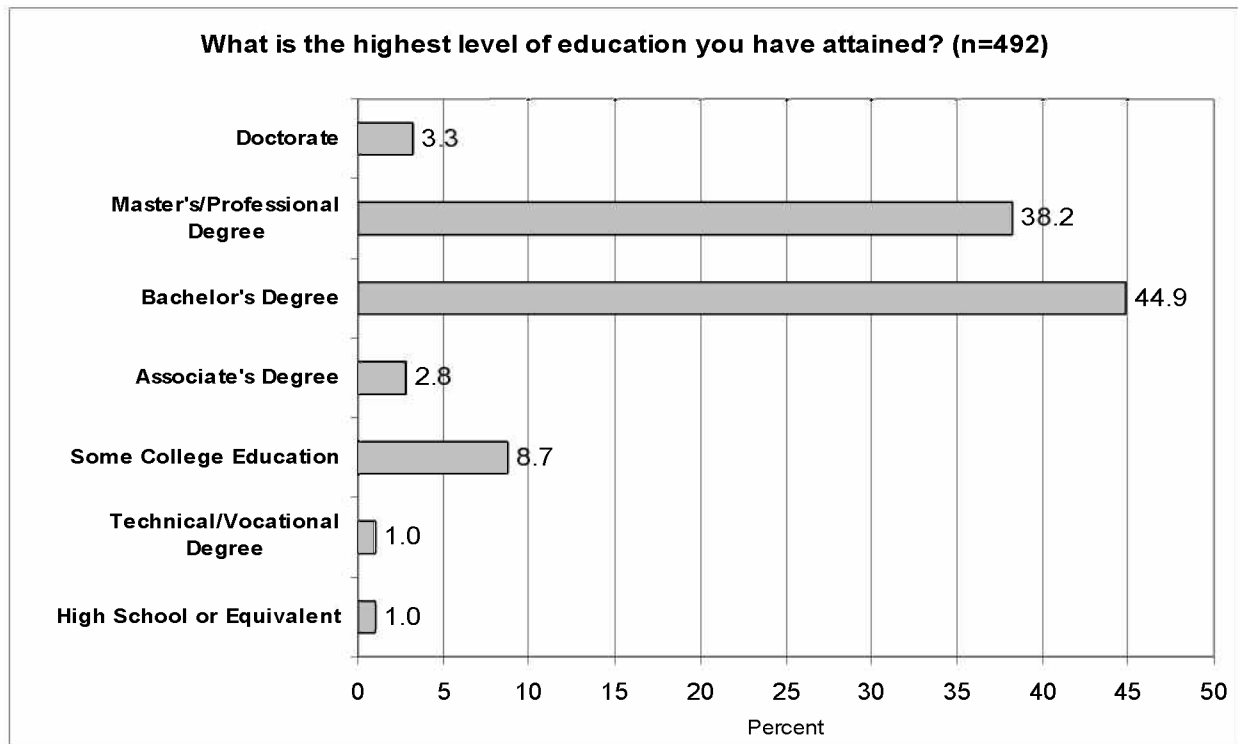


Figure A.6: Household Income

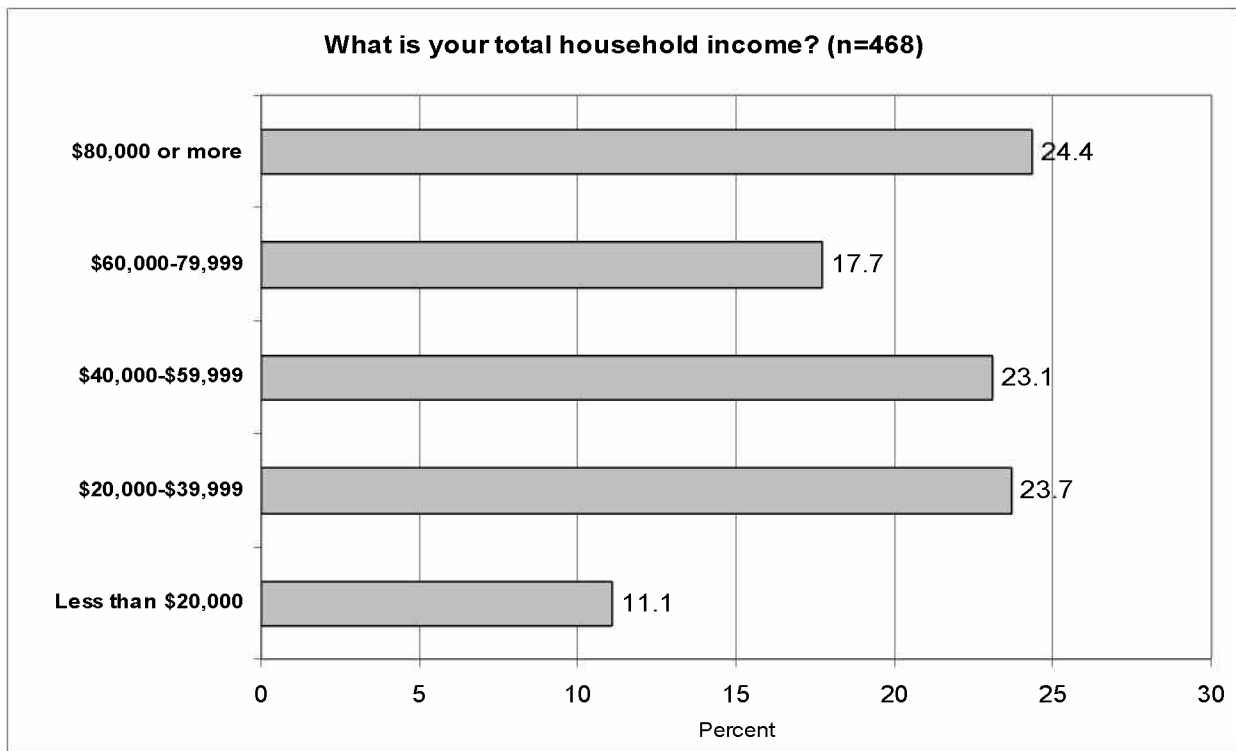
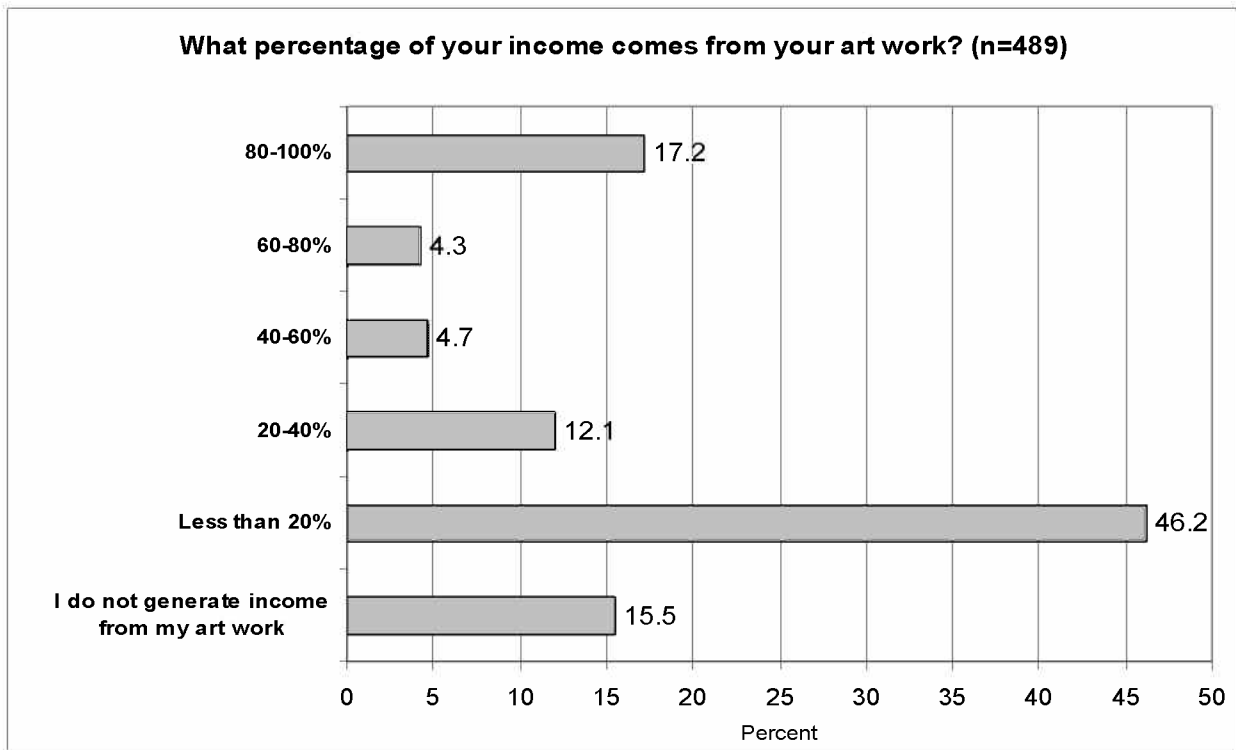


Figure A.7: Income from Art Work



B. Artistic Disciplines

Nearly 2 out of five (39.6%) of responding artists classified their artistic discipline as the visual arts; craft (11.1%), theater (10.9%), music (10.7%), and design (9.1%) were the next most frequent disciplines.

Among those (233 respondents) in the visual arts, painting (39.9%) was the most frequently cited subcategory of discipline, followed by photography (18.5%), and sculpture (14.2%) as the major subcategories.

The most frequently cited subcategories of craft (with 54 respondents) include metal (25.9%), glass (22.2%), and clay (20.4%); Least frequently cited are paper and leather (both 1.9%).

Stage (81.5%) was the most frequently cited subcategory of the theatrical artists.

Among the 50 music discipline respondents, classical (54.0%), opera (10.2%), and world/ethnic/folk (10.0%) were most frequently noted subcategories.

Graphics (60.9% of the 46 respondents) dominated the subcategories of the design discipline.

Fiction (45.2%) and poetry (35.5%) were the most frequently cited subcategories of the 31 literary artist-respondents.

Figure B.1: Major Disciplines

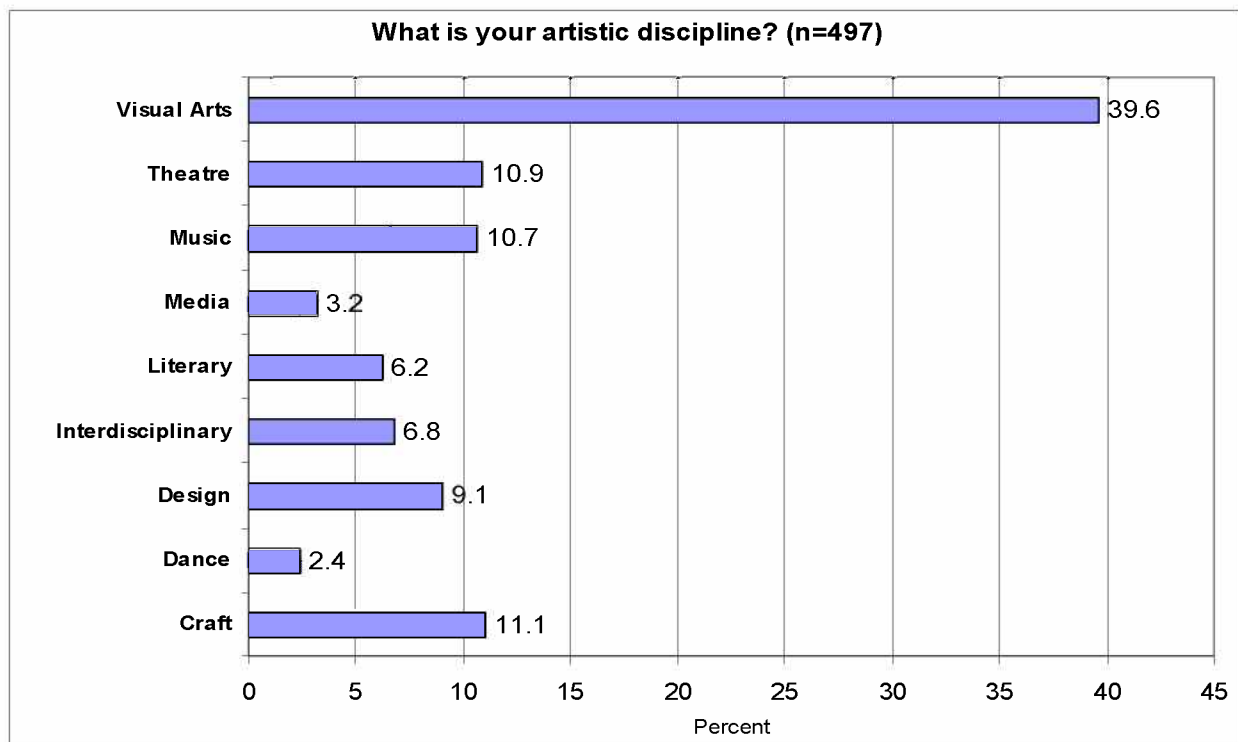


Figure B.2: Subcategories of Visual Arts

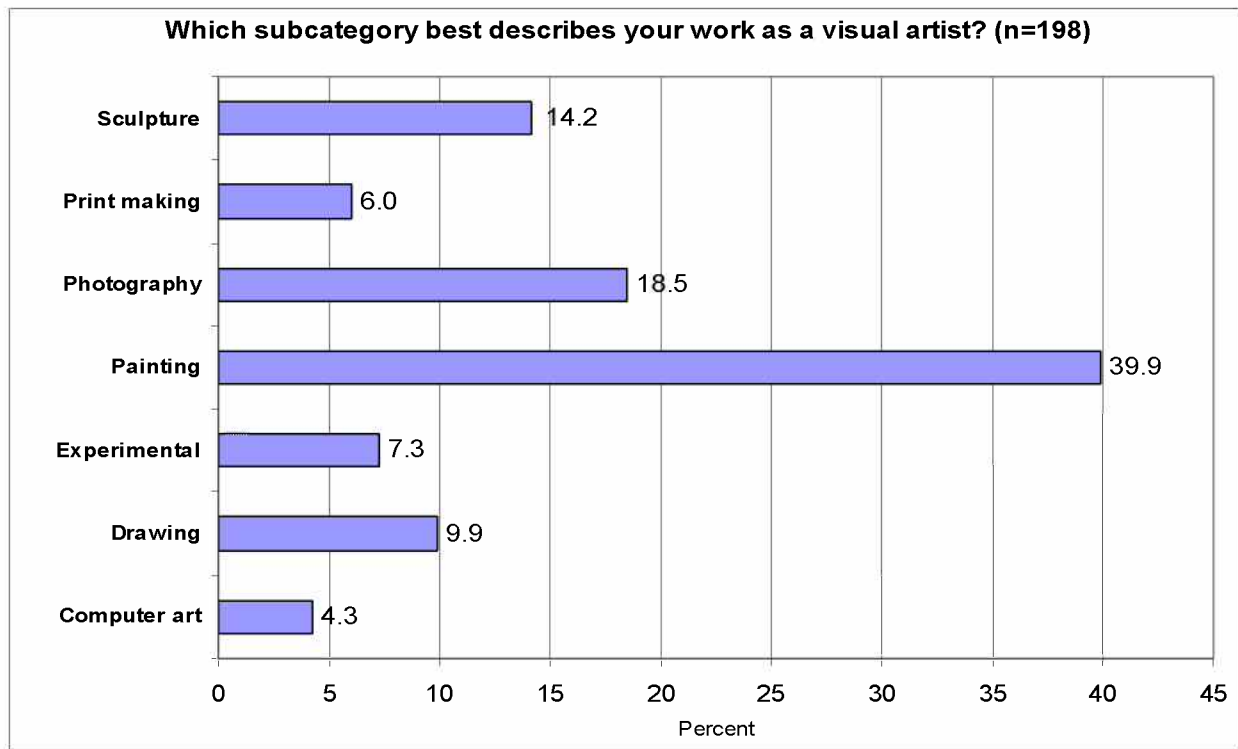


Figure B.3: Subcategories of Craft

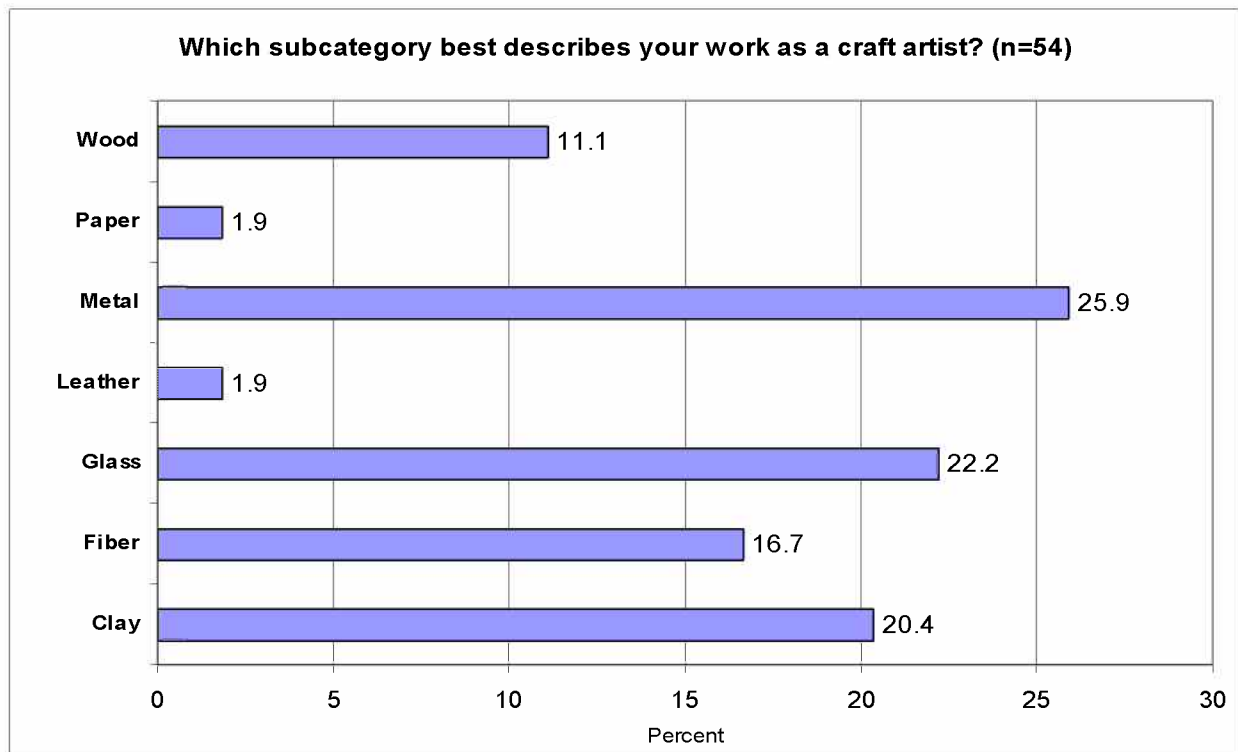


Figure B.4: Subcategories of Theater

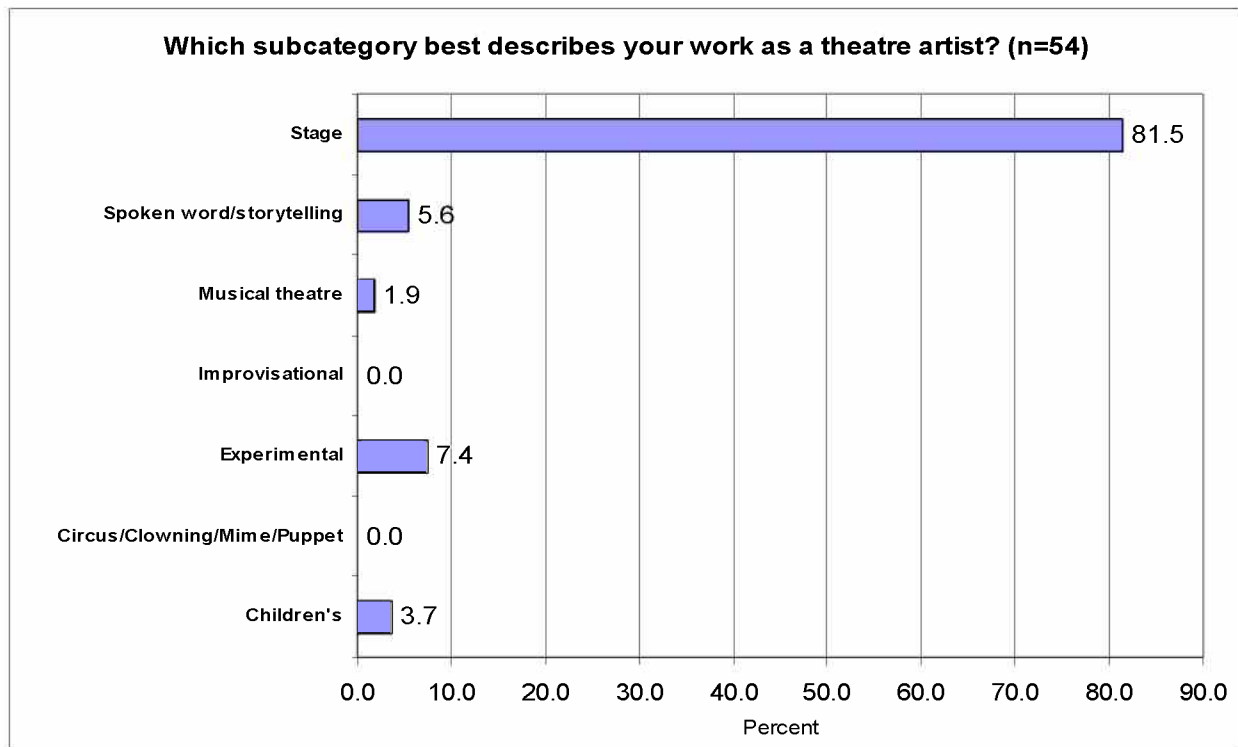


Figure B.5: Subcategories of Music

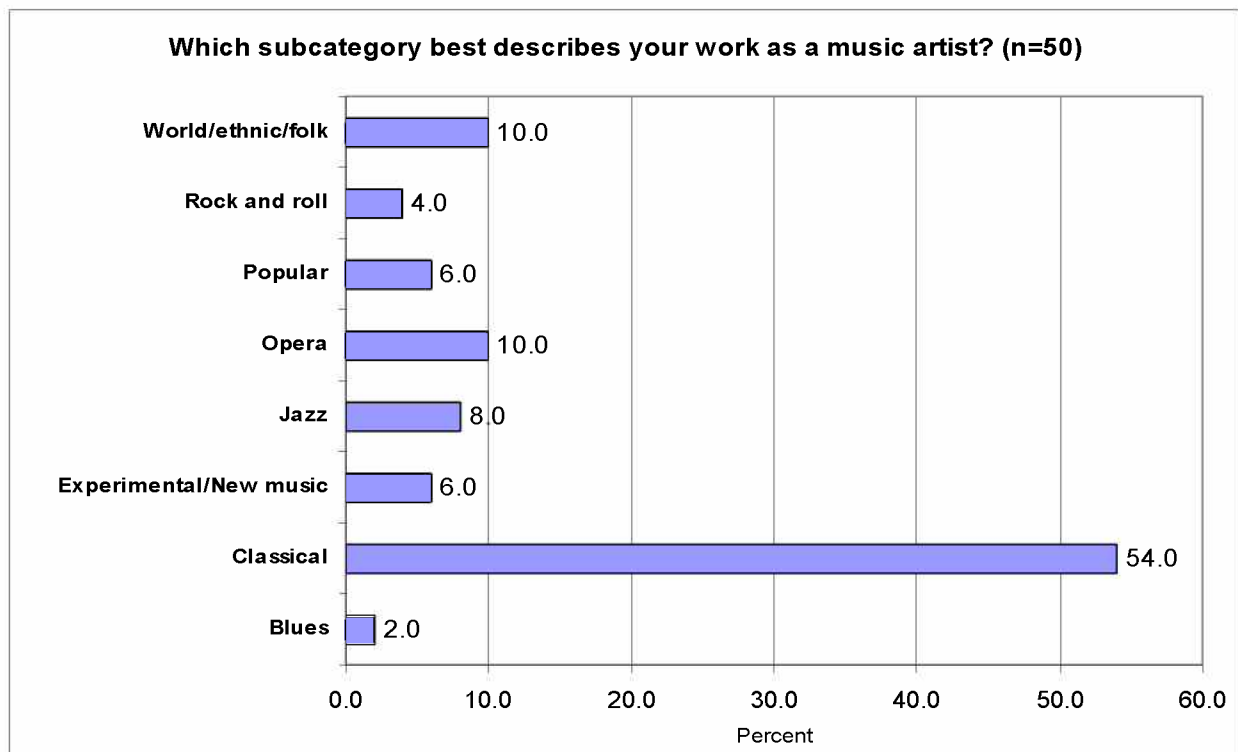


Figure B.6: Subcategories of Design

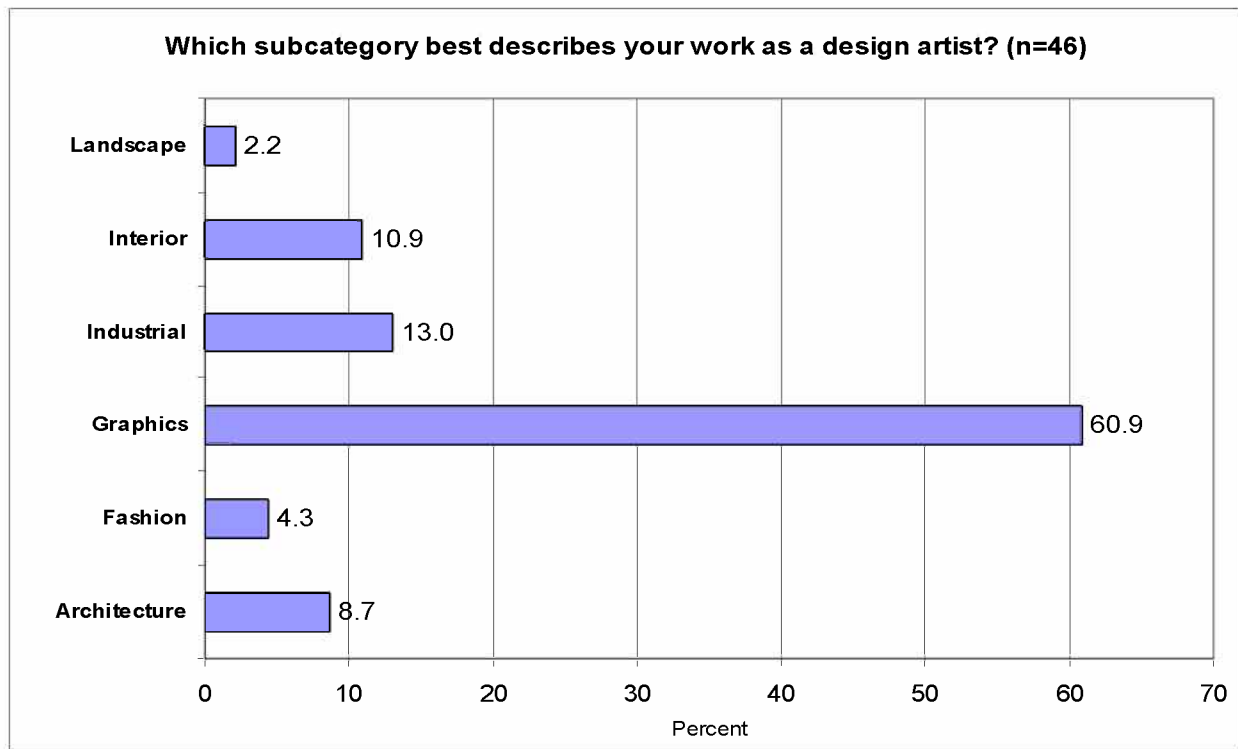


Figure B.7: Subcategories of Literary

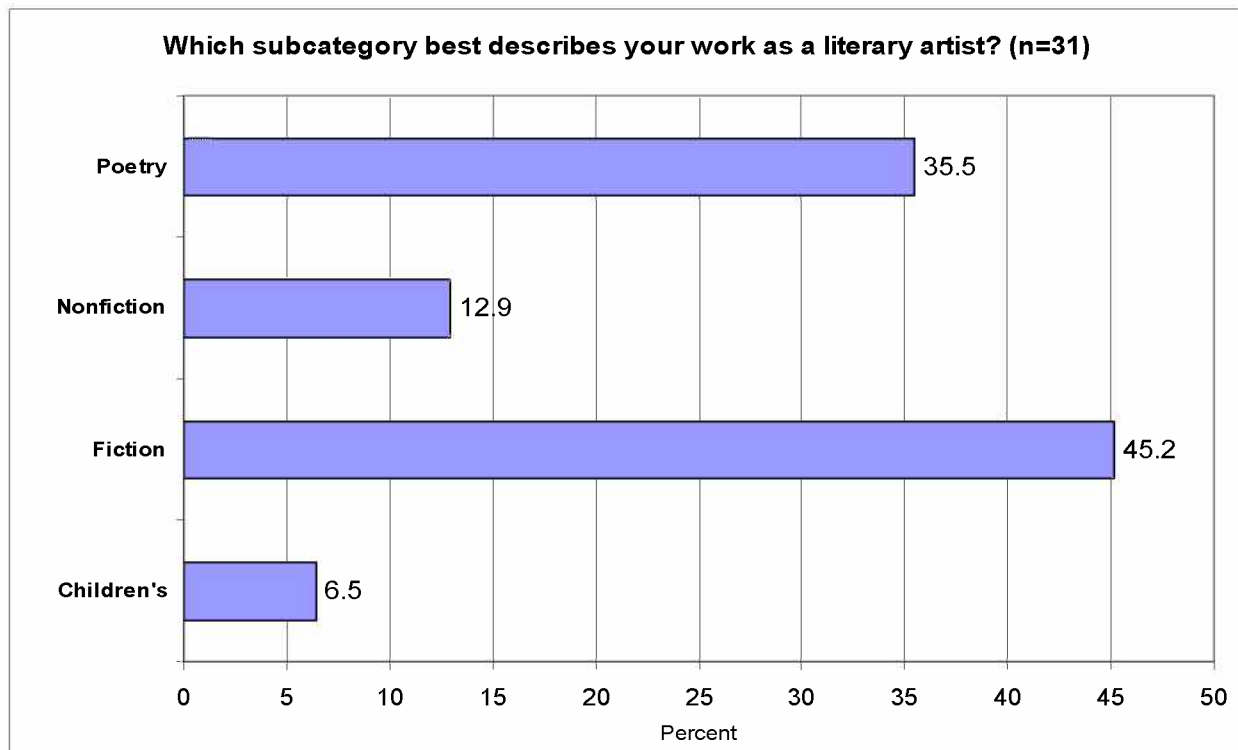


Figure B.8: Subcategories of Media

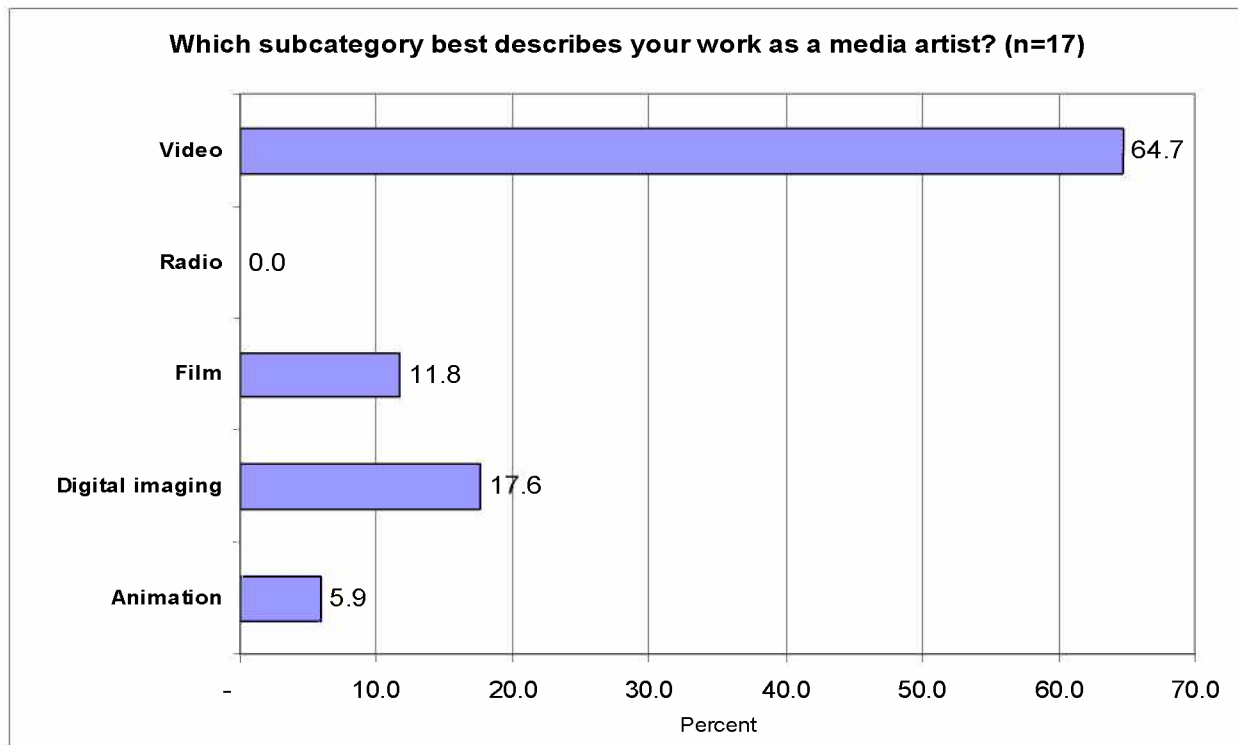


Figure B.9: Subcategories of Dance

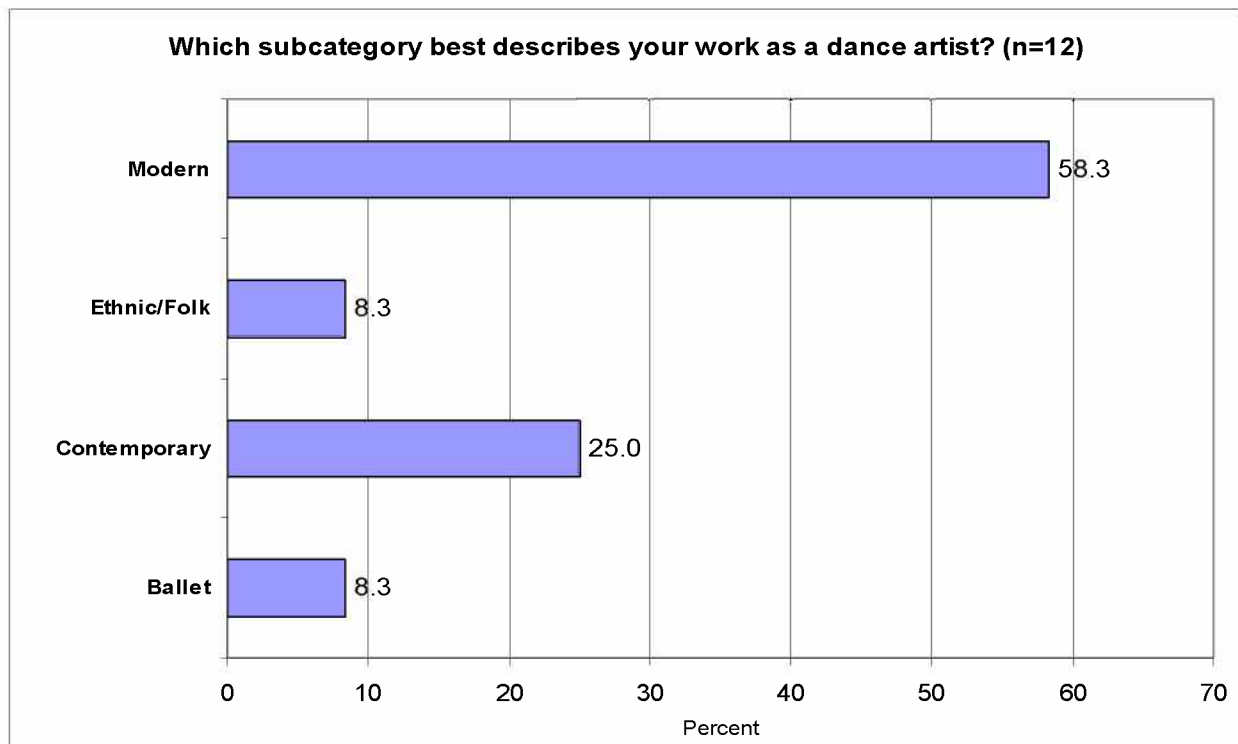
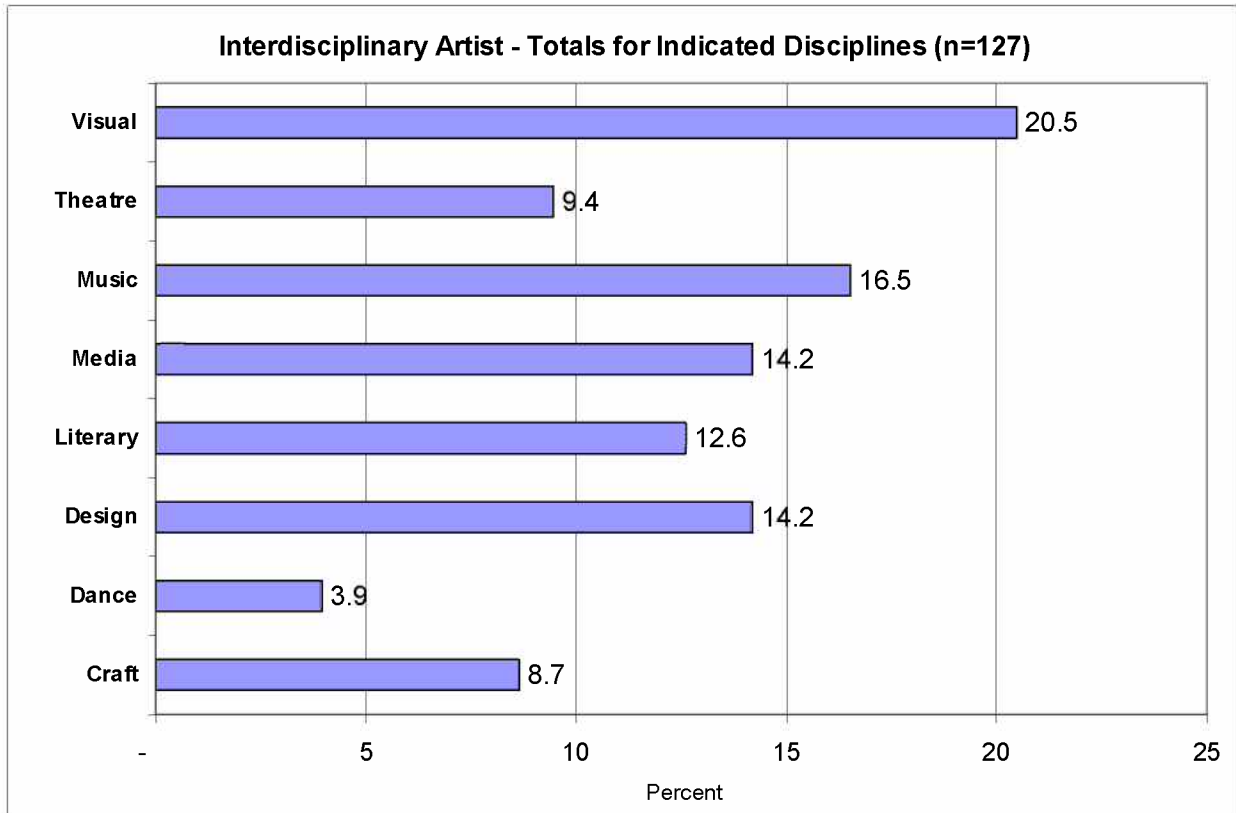


Figure B.10: Interdisciplinary Artist - Totals for Indicated Disciplines



C. Housing and Place of Residence

Almost two-thirds (63.0%) of the 495 respondents owned their home (versus renting). Almost two-thirds (61.4%) live in single family homes, and 10.5 percent live in renovated/renovating historic homes. Another 14.4 percent live in multi-family houses (presumably doubles or 3-4 unit structures) and 12.5 percent live in apartments. Some (3.8%) list industrial/commercial buildings as the type of structure in which they have their primary residence. These respondents tend to be younger – 44 percent are 20 to 29.⁶

The survey also found that younger artists and those with lower incomes are more often renting (76% of those ages 20 to 29, versus fewer than 27% of those 40 and older) and living in apartments and other multifamily housing. Almost a third (32%) of those ages 20 to 29 and 15 percent of those 30 to 39 years old live in apartments, versus only about 4 to 8 percent for those older. Older respondents tend to live in single family homes – 73 percent of those over 60 live in these structures. Those with higher incomes also tend to reside in single family dwelling units – 80 percent of those with incomes of \$80,000 or more live in single family homes.

More than a fourth of the respondents indicated they live in a colonial style home. Bungalows (10.5%) and duplexes (9.0%) were the second and third most common styles indicated. Sixteen percent of the artists live in apartments, and industrial buildings that have been repurposed for living and work space account for 4.5 percent of the responses. A variety (48 in number) of “other” styles was also reported, most notably “Victorian” and “Tudor” (7 responses each). Individual responses included “Craftsman”, “1920 Arts & Crafts”, “Cottage”, “arts & crafts/tudor revival cottage cottage”, “Former duplex turned to single home”, “High-rise lake front”, “Cabin”, “storefront live/work artists studio apartment building”, “Loft”, “Small farmhouse”, “Shaker mish mosh”, and “Who knows?”, among others.

Respondents indicated they generally required between 1,000 and 2,000 square feet of residential space (56.3%), though nearly a quarter (23.8%) require more and 19.9 percent less space. Younger and lower income respondents live in smaller spaces. Approximately 61 percent of respondents indicating that they had 1,000 square feet or less of living space were under 40 years old and 70 percent of those with that amount of space had household incomes of less than \$40,000.

Almost half of the respondents (48.4%) pay between \$500 and \$1,000 in monthly rent or mortgage payments. Basic utility fees vary considerably, however. Almost the same amount of artists (18.5%) pay more than \$300 for utilities as those who pay \$150 or less (22%). Not surprisingly, younger and less affluent respondents spend less on housing and utility costs. Only 5 percent of respondents with incomes of less than \$40,000 pay more than \$1,000 in monthly rent or mortgage costs, whereas 62 percent of those making \$80,000 or more pay that much. Sixty-three percent of respondents paying \$150 or less for utilities are under 40 years old; 59 percent of those paying more than \$300 are 60 or older. About 58 percent of respondents

⁶ Observations in this analysis concerning age and income differences in responses are made using data generated from crosstabulations by age and income available from CPAC upon request.

paying less than \$150 in utility costs have household incomes less than \$40,000, while almost 42 percent of those who pay more than \$300 make \$80,000 or more a year in household income. The county’s artist sector, as represented in the survey, is largely concentrated in relatively few communities, most notably in two suburbs - Cleveland Heights (17.9% of all respondents), and Lakewood (10.6%). Among Cleveland’s other suburbs, Shaker Heights (4.3%) and Rocky River (2.6%) had the highest responses, while Cleveland’s near-Westside neighborhoods of Tremont (4.3%), Detroit-Shoreway (3.7%), and Ohio City (2.6%), collectively had 10.6 percent of the respondents.

When asked what the most attractive neighborhood/suburb characteristics are, most frequently respondents indicated that safe and walkable neighborhoods were most attractive among a list of characteristics presented. Safety was rated as the most important factor among almost a third (31.0%) of the responses and walkable neighborhoods garnered more than one-in-five (20.5%) of the responses concerning the most attractive features of a location in which to live. After those two factors, respondents indicated that proximity to shopping was most attractive. Significantly, racial and cultural diversity were also rated as important, ranking fourth in overall importance when selecting three among the eleven (including “other”) possible factors.

Walkable neighborhoods are somewhat more important to middle aged respondents. Among those in their forties, 54 percent rated a walkable neighborhood as the first attractive amenity.

Figure C.1: Type of Residential Unit

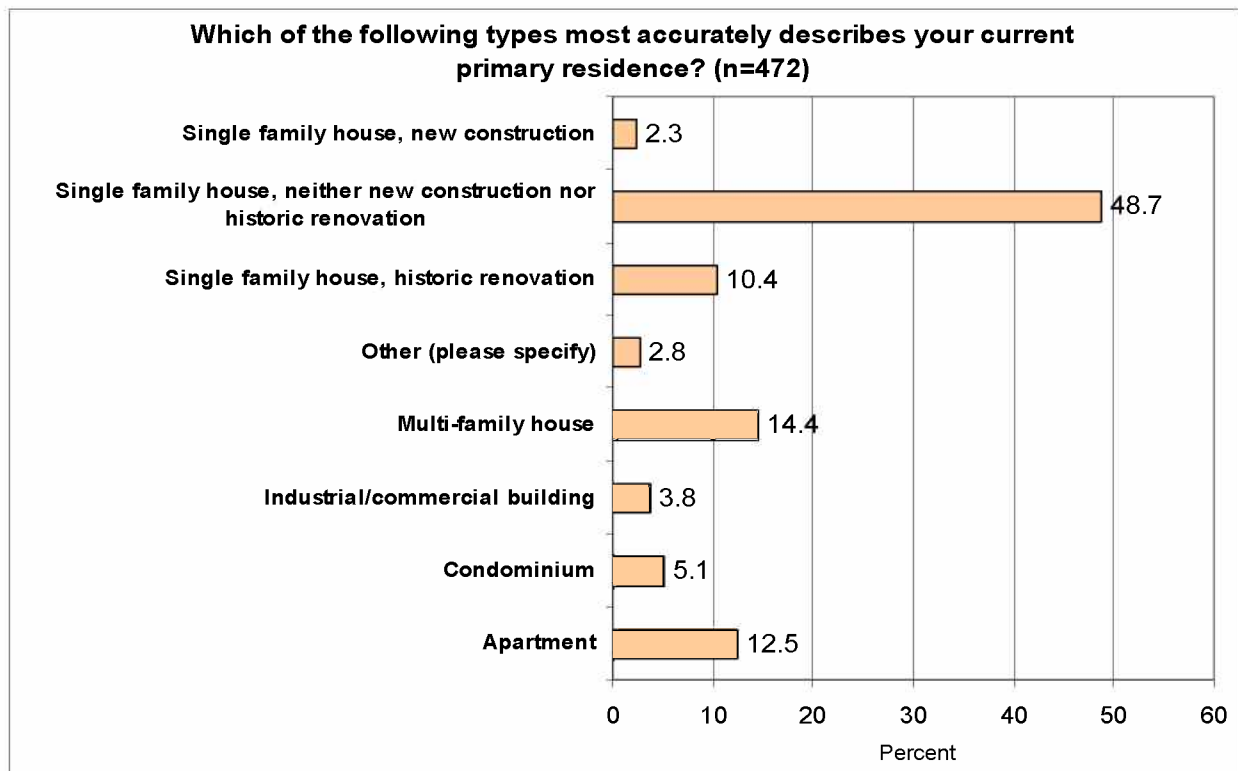


Figure C.2: Type of Residential Structure

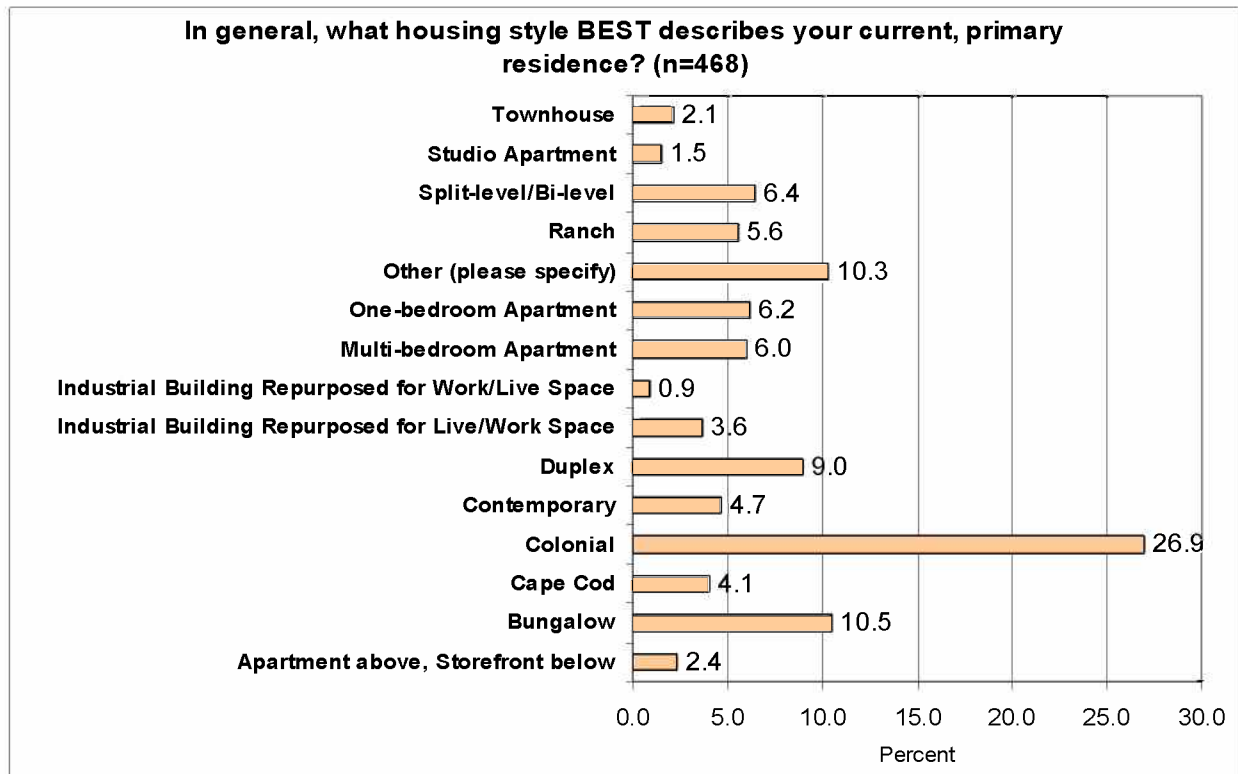


Figure C.3: Living Space

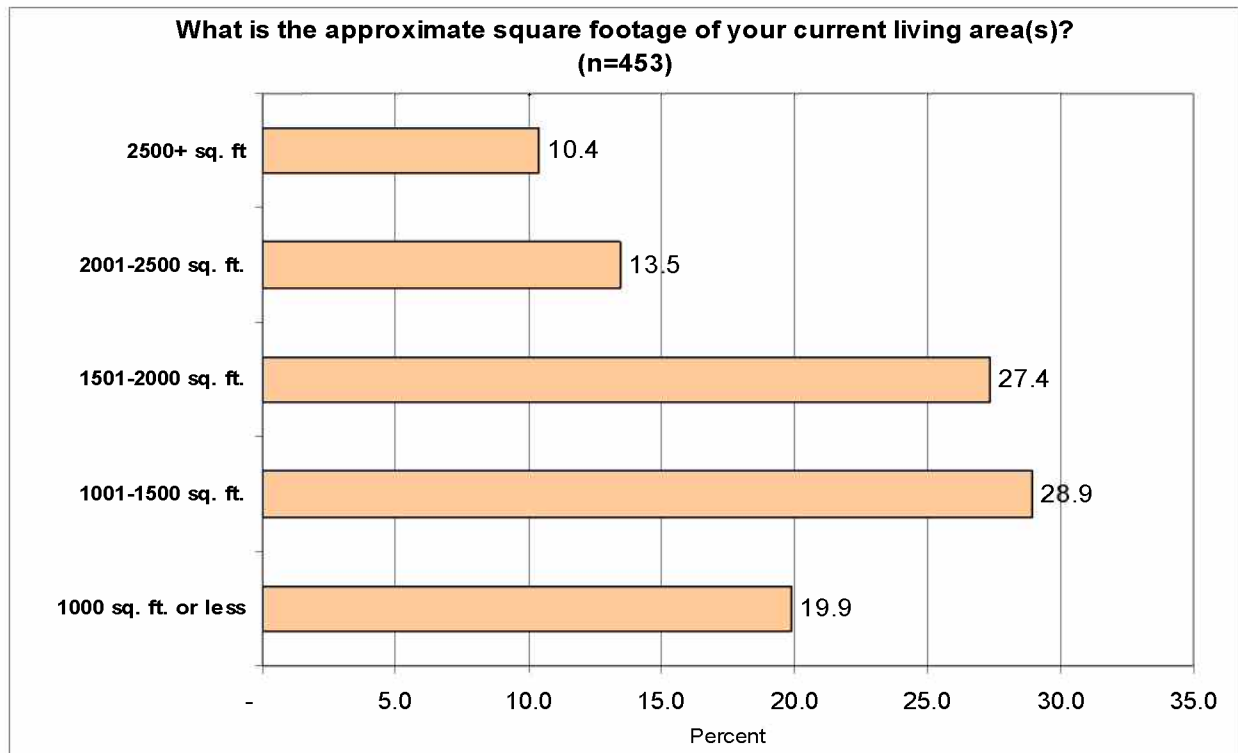


Figure C.4: Monthly Rent or Mortgage Payments

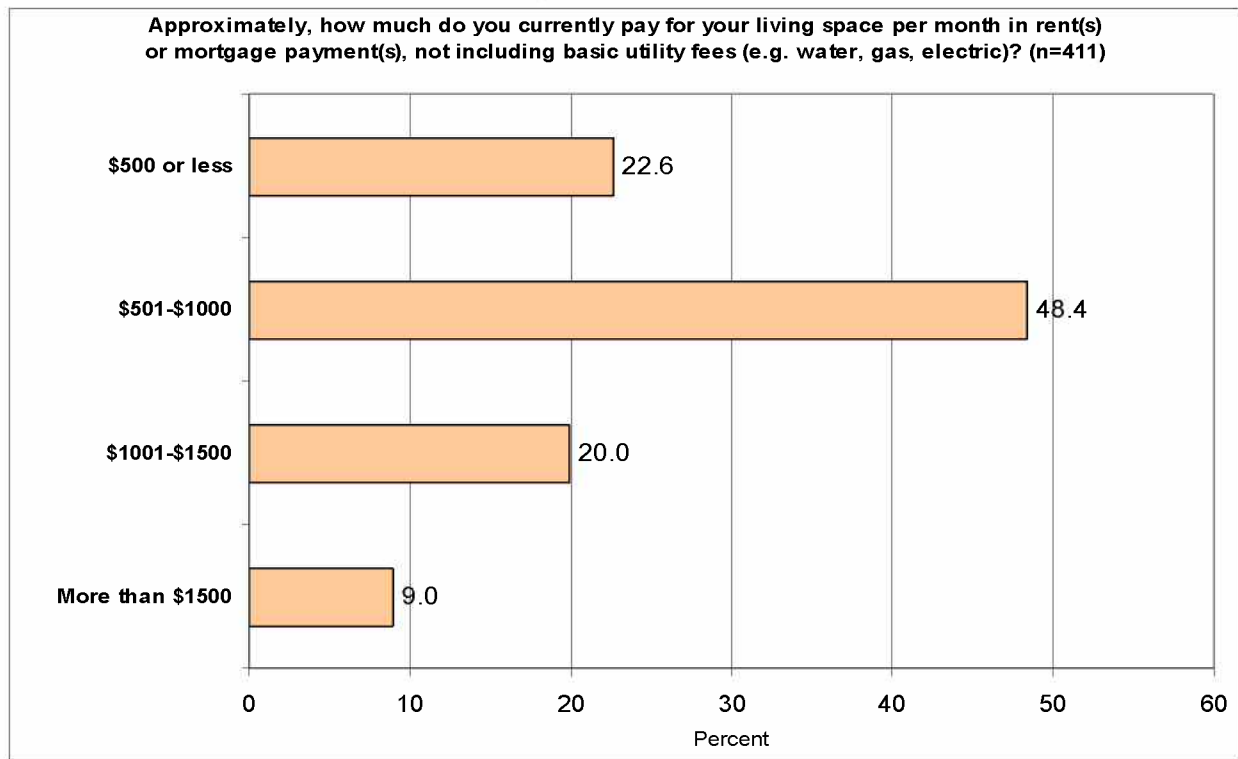


Figure C.5: Utility Costs

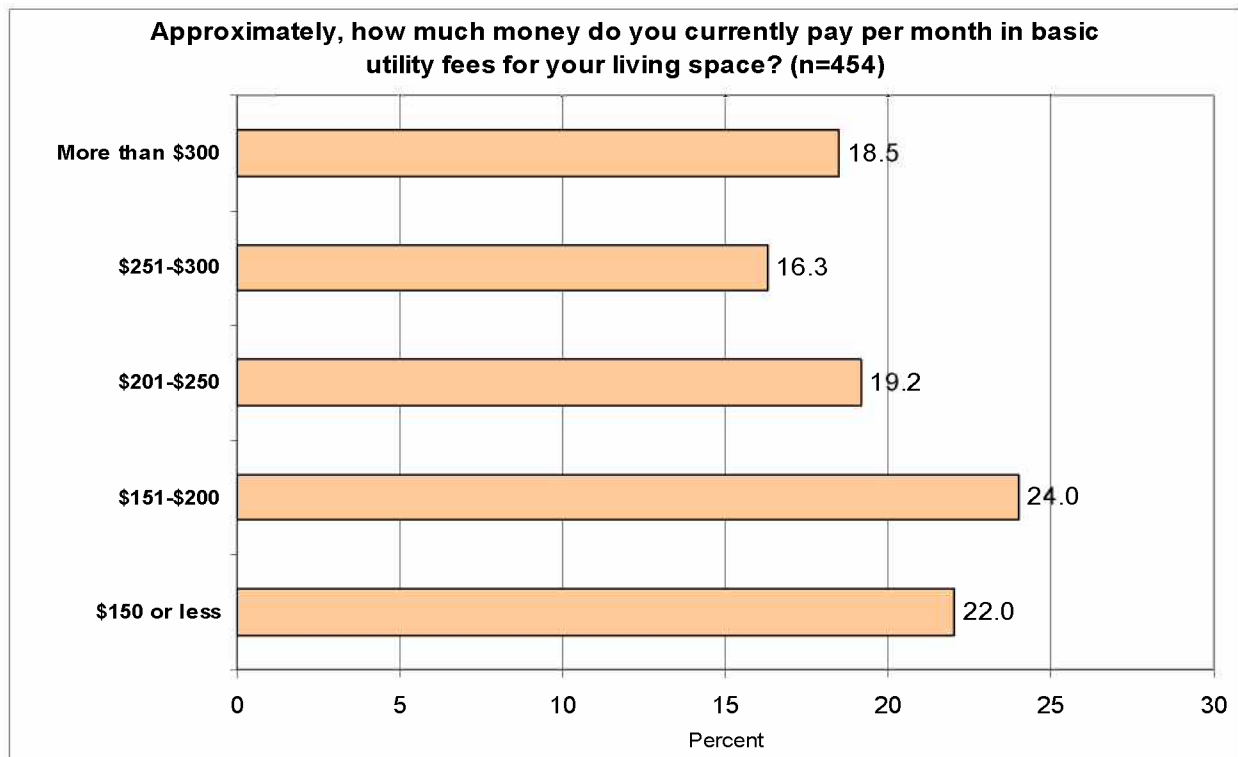


Figure C.6: Neighborhood or Suburban Residence

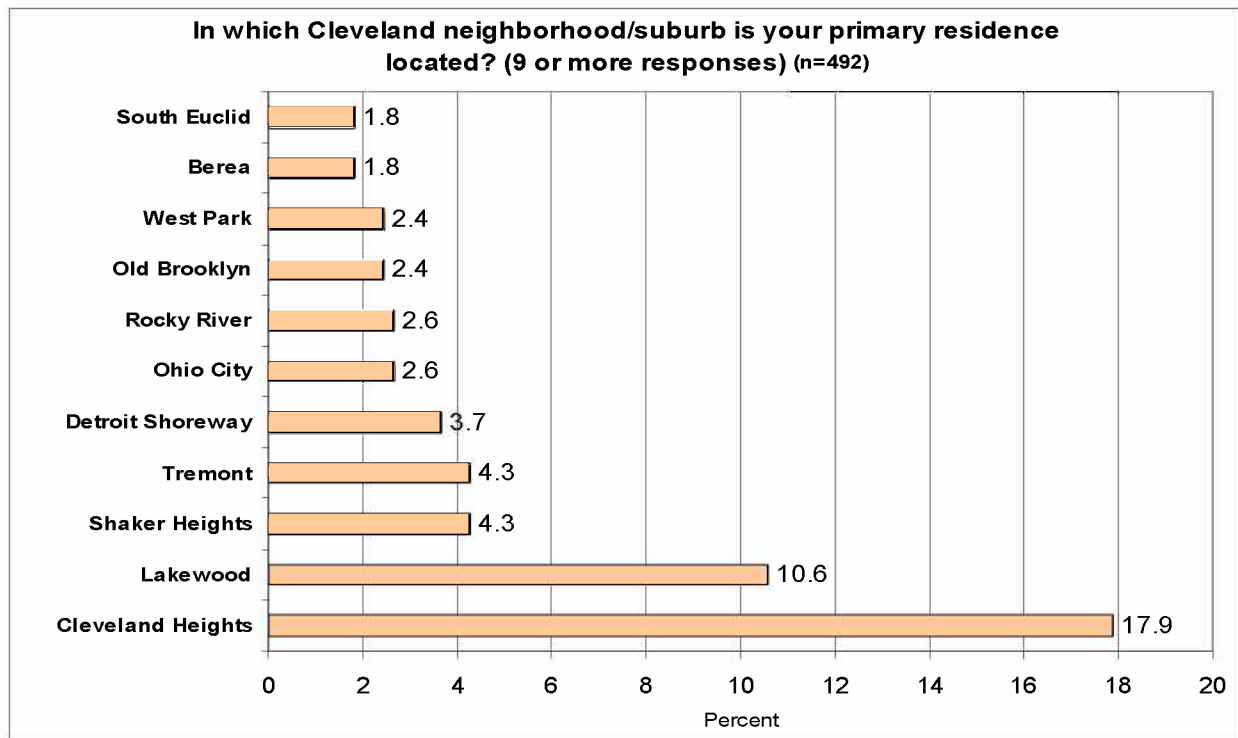
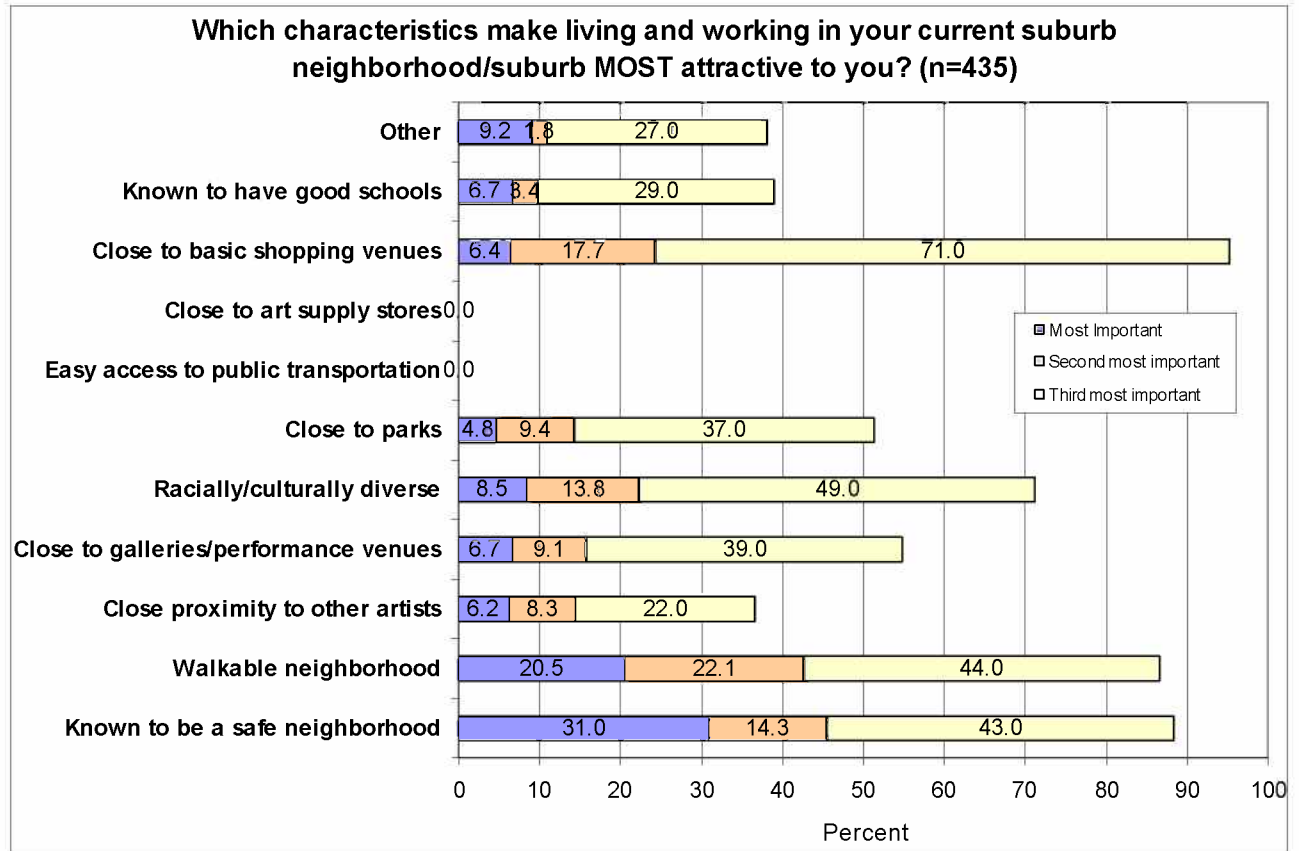


Figure C.7: Most Attractive Factors of Neighborhood or Suburb



D. Home and Work Space

Most (73.1%) of the respondents indicated they complete their art-related work at home. Almost a quarter of the artists practice their art outside the home in rented space, and relatively few (4.7%) complete their art-related work outside of their home and in a space which they own. Respondents age 20 to 29 more frequently complete their art-related work outside their home in rented space than other age groups. Almost a third (32%) so indicated, while older ages indicated that type of work and living space usage only about 20 to 26 percent of the time. On the other hand, a higher proportion of respondents making less than \$20,000 per year indicated that they work at home (88% versus 67% to 77% for other income categories).

Of those who create their art in the home, most (58.7%) dedicate less than 200 square feet to the work and 73.2 percent use less than 300 square feet. Approximately 12 percent dedicate more than 500 square feet to their artistic work.

Two-thirds of the respondents who work on their art in the home agree with the statement that they need more space and another two-thirds say they prefer living in neighborhoods with a high concentration of fellow artists. Almost half agree that they are open to moving their primary residence, and that they prefer to conduct art-related work outside their home, if space is appropriate, cost-effective and available. Those with less income are more likely to agree that they were open to a move – more than 52 percent of those making less than \$40,000 agree, versus 40 percent for higher incomes. Respondents in their 30s are most agreeable to moving their residence – 59 percent versus 36 percent for all others. Younger respondents are also more agreeable to working outside the home if appropriate and cost-effective work space was available.

Space utilization for those artists who perform their art outside of their home is much greater than for those working at home. Only 15.8 percent use 300 square feet or less, while a quarter (25%) use more than 2,000 square feet. Overall, regardless of square footage, seventy percent of artists share space with others.

More than half (57.3%) of those working outside the home agree they need more space, while almost two-thirds of the artists working at home said they needed more space. A preference for working in a neighborhood with a high concentration of fellow artists was agreed to by 62 percent of these respondents. Only a little more than a third (36.1%) agreed that they would prefer to conduct art-related work inside their primary residence if appropriate and cost-effective space was available. Half agreed they were open to moving their work space to a different area – a quarter said they disagreed with that statement.

Figure D.1: Location of Art-Related Work

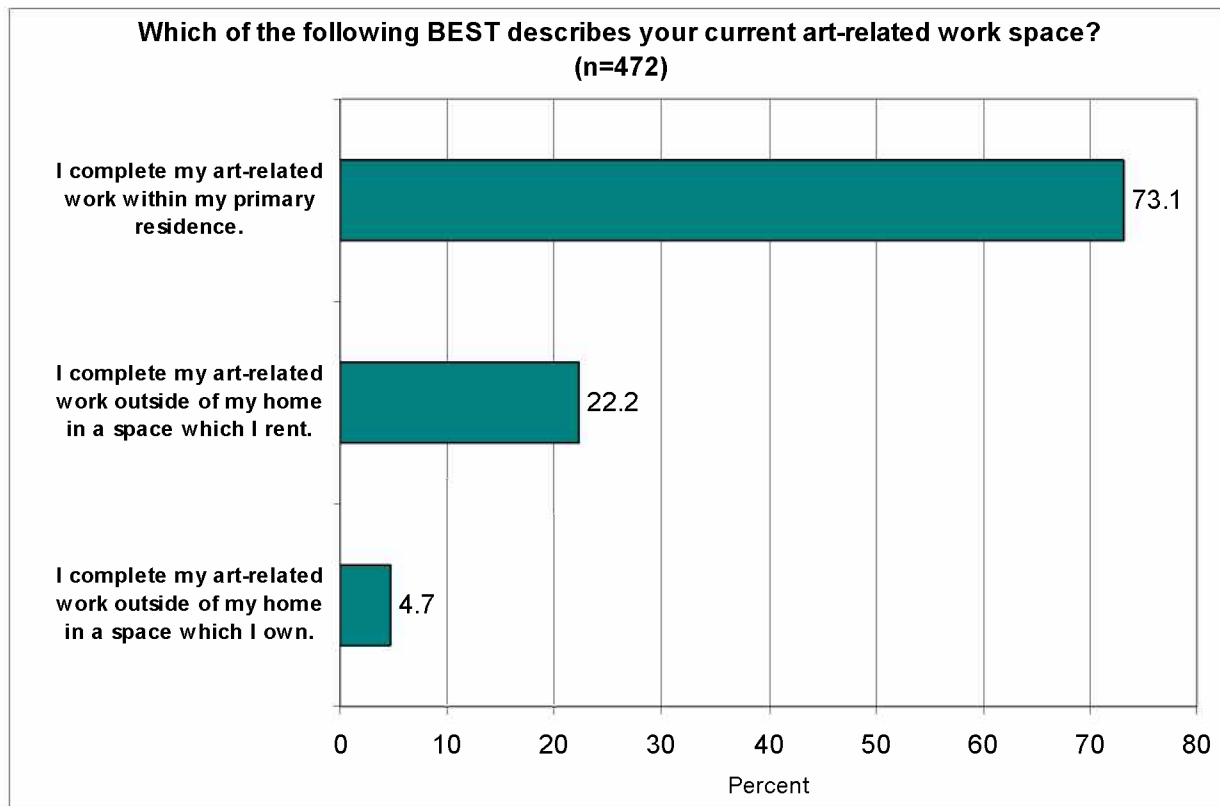


Figure D.2: Space Dedicated to Art-Related Work at Home

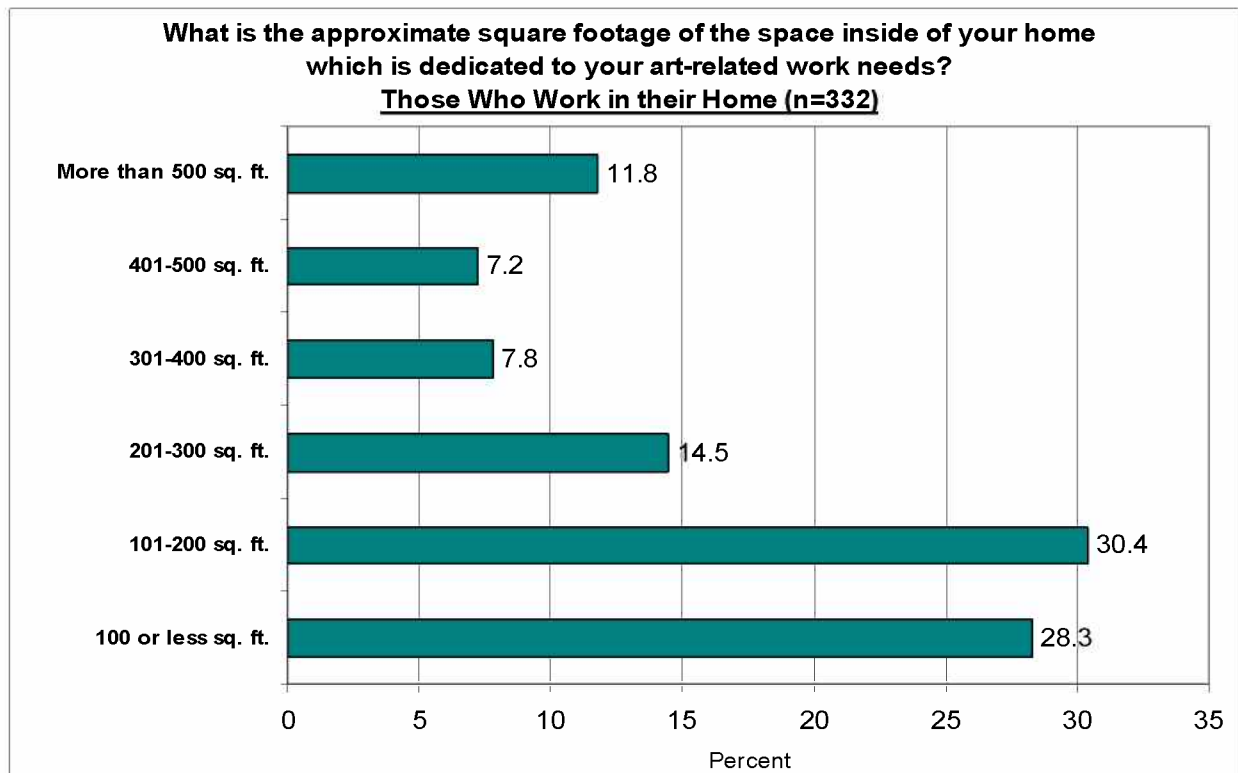


Figure D.3: Preferences of those who Work in the Home

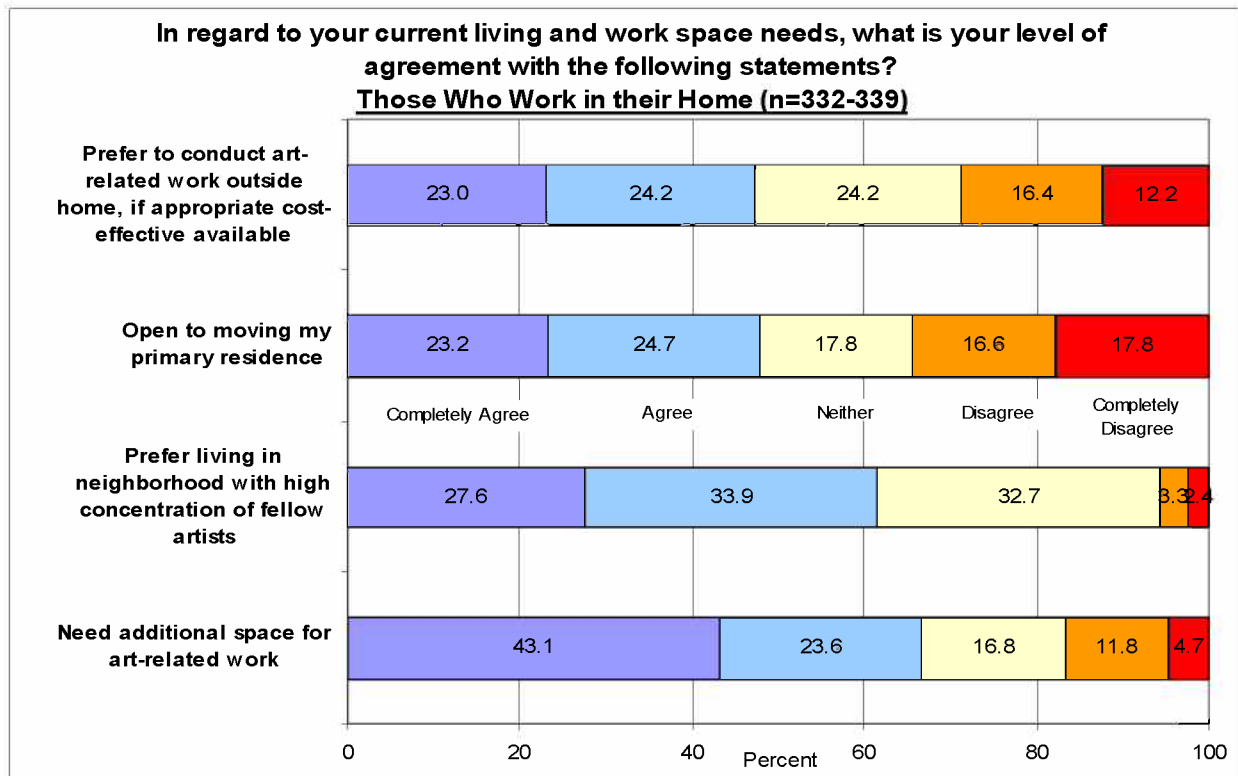


Figure D.4: Space Dedicated to Art-Related Work Outside of Home

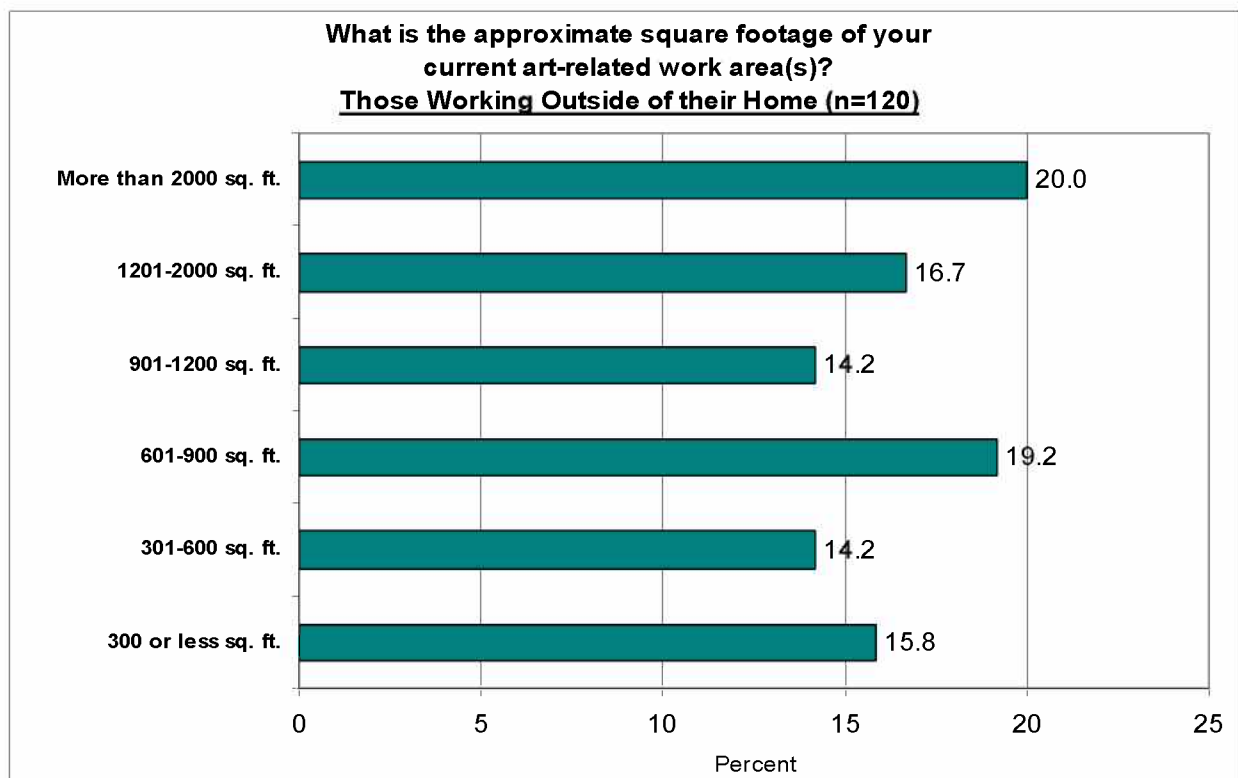


Figure D.5: Shared Space

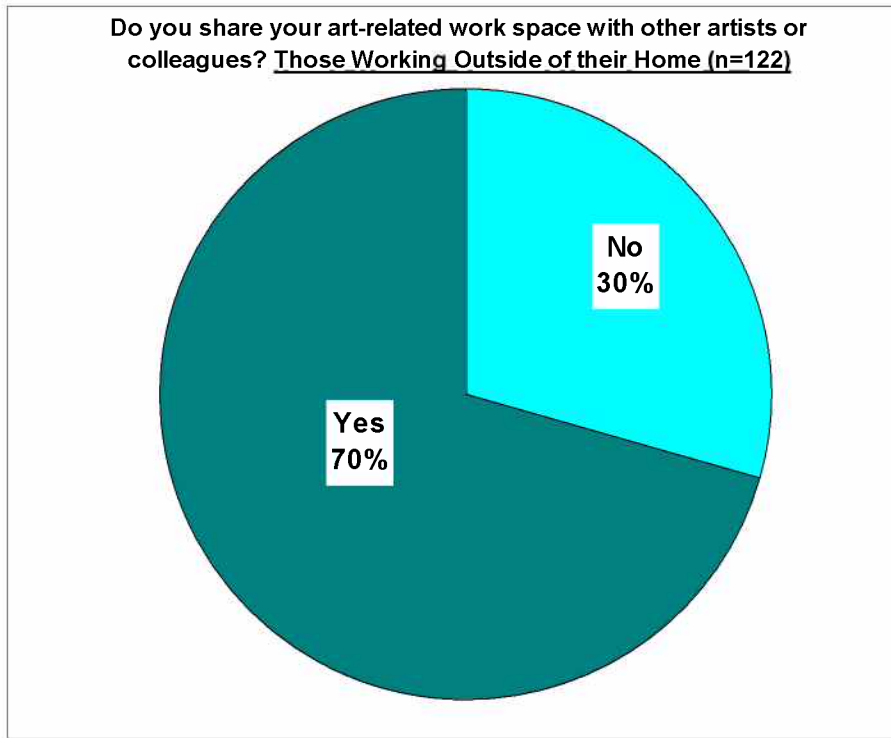
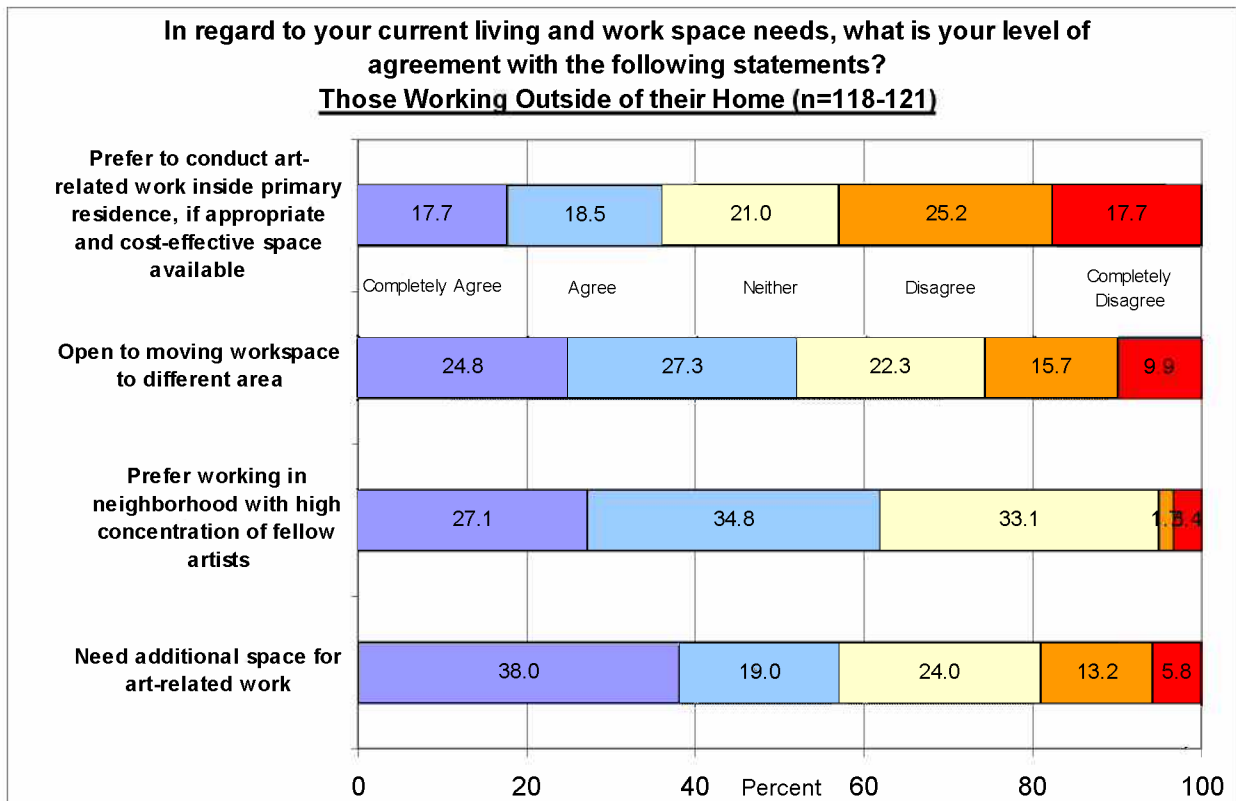


Figure D.6: Preferences of those who Work Outside the Home



E. Space/Neighborhood Amenity Preferences

The majority of responding artists prefer to own their primary residence and art-related work space rather than rent. Only 14.4 percent prefer to own their homes though more than double (37.5%) prefer to rent their work space. Artists in their 20s are most likely to prefer renting their home – 35 percent versus less than 15 percent for other age groups.

Slightly less than half (49.8%) of artists surveyed are willing to pay between \$501 and \$1,000 for both their living and work space (inclusive). Only 6.9 percent of artists would pay more than \$1,500.

The majority of those asked (59.4%) prefer to live in a combined living and work space.

The majority of those surveyed (62.5%) require a smaller living space of 1,500 square feet or less. Few respondents (3.5%) require a large living space of more than 2,500 square feet. Younger respondents generally required less space than older ones. Forty-nine percent of those in their 20s indicated that they needed only 1,000 square feet or less, a plurality of those between 30 and 69 specified that they needed 1,000 to 1,500 square feet, and those 60 and older indicated greater residential space need.

More than a quarter (27.1%) of artists surveyed require a large art-related work space of more than 500 square feet. Only seven percent of those asked require a small work space (100 square feet or less). Older artists indicated greater work space needs than younger ones – about a third of those ages 40 and older required more than 500 square feet versus about 17 percent of those younger than 40 required that much space. Those with lower incomes also specified smaller spaces for both living and work spaces, though this factor is less important in distinguishing space requirements than age.

More than half (53.9%) of the artists polled prefer a work space in an industrial/commercial setting. A large proportion (41.5%) of artists prefer the living space to be in a single family house, neither new construction nor historic renovation, and historic renovation (24.3%) was strongly preferred over new construction (6.1%). For residential space, those in their 20s favored apartments (25%) and condominiums (10%) more often than older artists (4.0% and 4.5%, respectively).

When asked about the housing styles most appealing for living space, the vast majority of artists surveyed (107) consider a colonial style home most appealing. Only five artists indicated they primarily prefer a studio apartment. When second and third choices are considered, repurposed industrial building space is the next most highly desired. Contemporary style housing is also valued frequently.

For work space needs, repurposed industrial buildings are far more frequently preferred than any other housing style.

The most important amenities for a building's work space are natural light, storage space, high ceilings, high speed data lines, soundproofing, and special ventilation, in that order. Access to these and other important amenities of a building in which to work are highly related to the

artist’s discipline. Space to sell work was selected far more frequently than the other building amenities, particularly by those in crafts and the visual arts. Performance space was frequently noted as important by those in music, theater and dance. Those in design show some preference for outdoor work areas.

Important neighborhood attributes for responding artists include safety, walkability, proximity to other artists, basic shopping, galleries and performance venues and racial/cultural diversity. Public transportation is also valued by a significant proportion of the respondents.

Asked to specify which communities or neighborhoods were most preferred, Cleveland Heights, Tremont, and Lakewood stand out as most mentioned, but Shaker Heights, Detroit Shoreway and downtown Cleveland also were noted.

Figure E.1: Preference for Owning or Renting

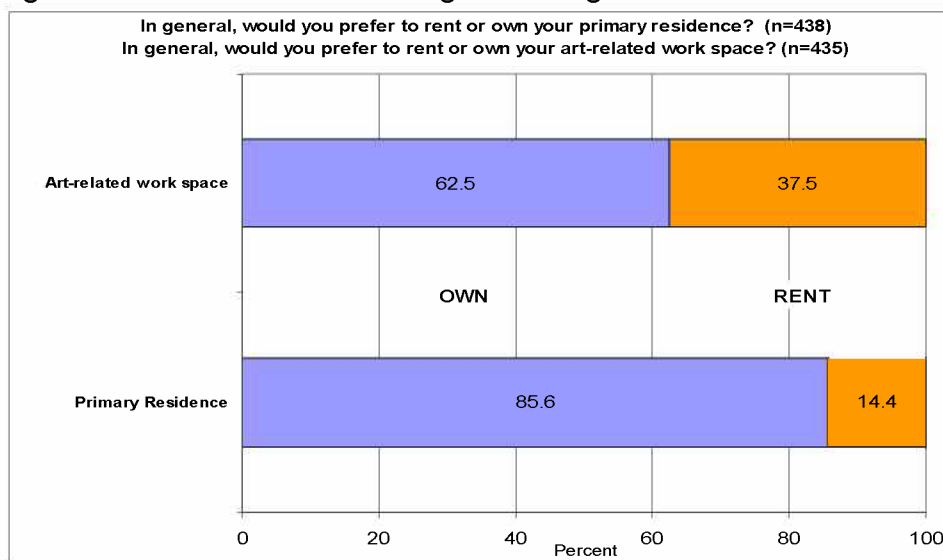


Figure E.2: Maximum Willing to Pay

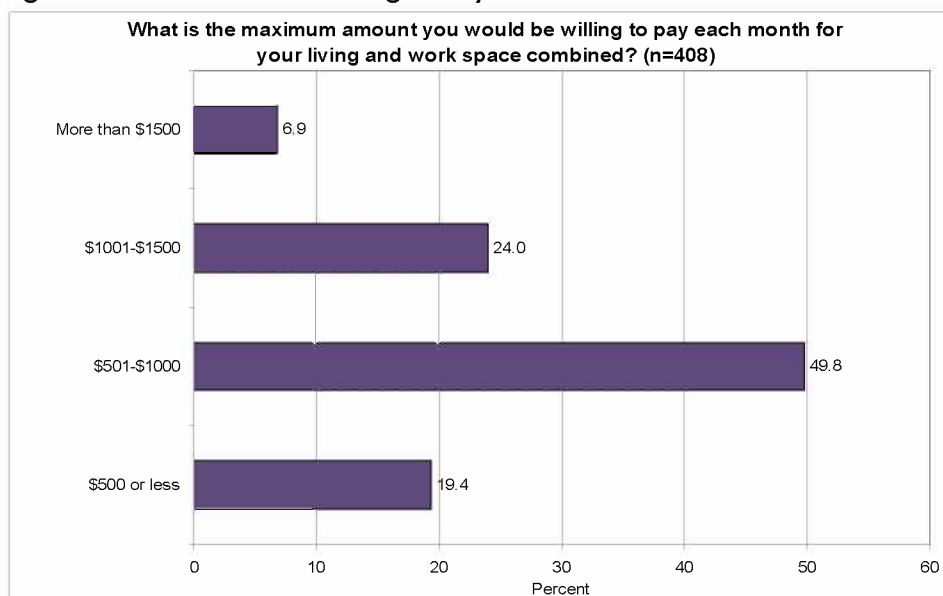


Figure E.3: Separate versus Combined Living and Work Space

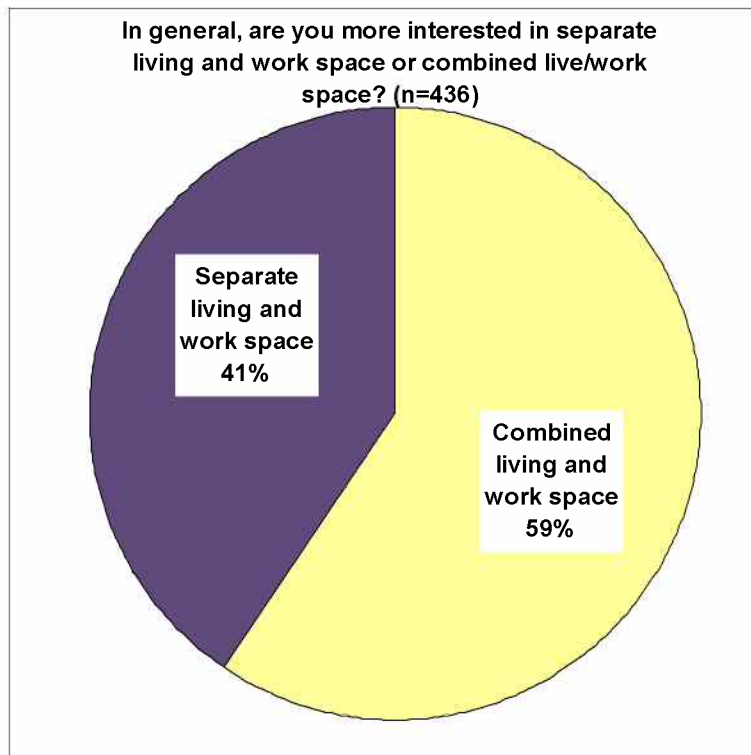


Figure E.4: Minimum Space Needed for Living Space

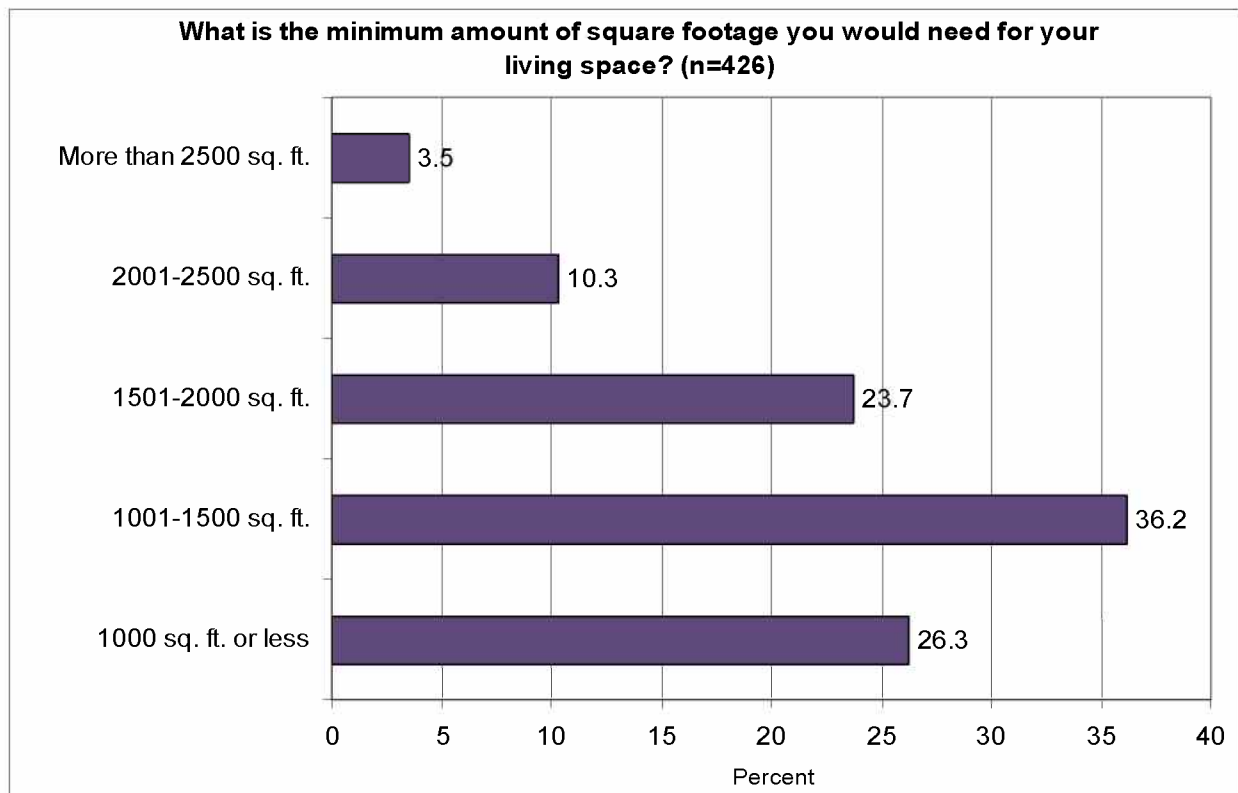


Figure E.5: Minimum Needed for Art-Related Work

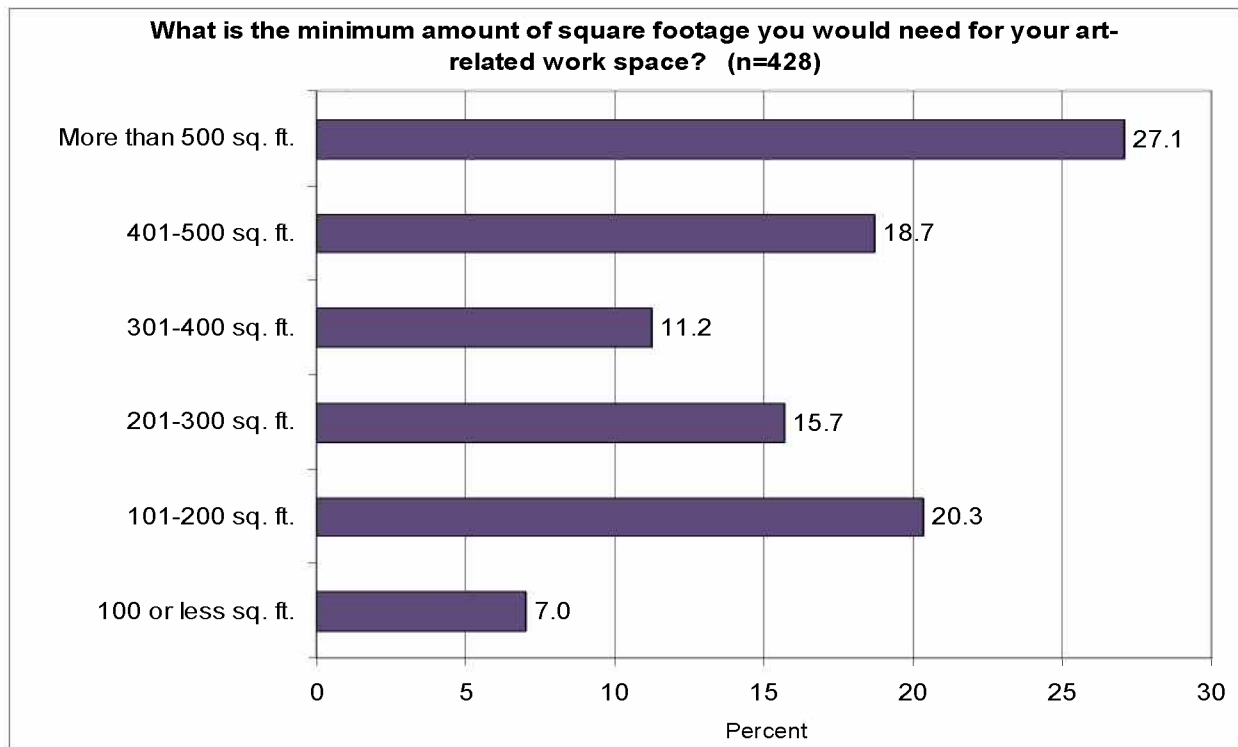


Figure E.6: Preferences for Type of Work and Living Spaces

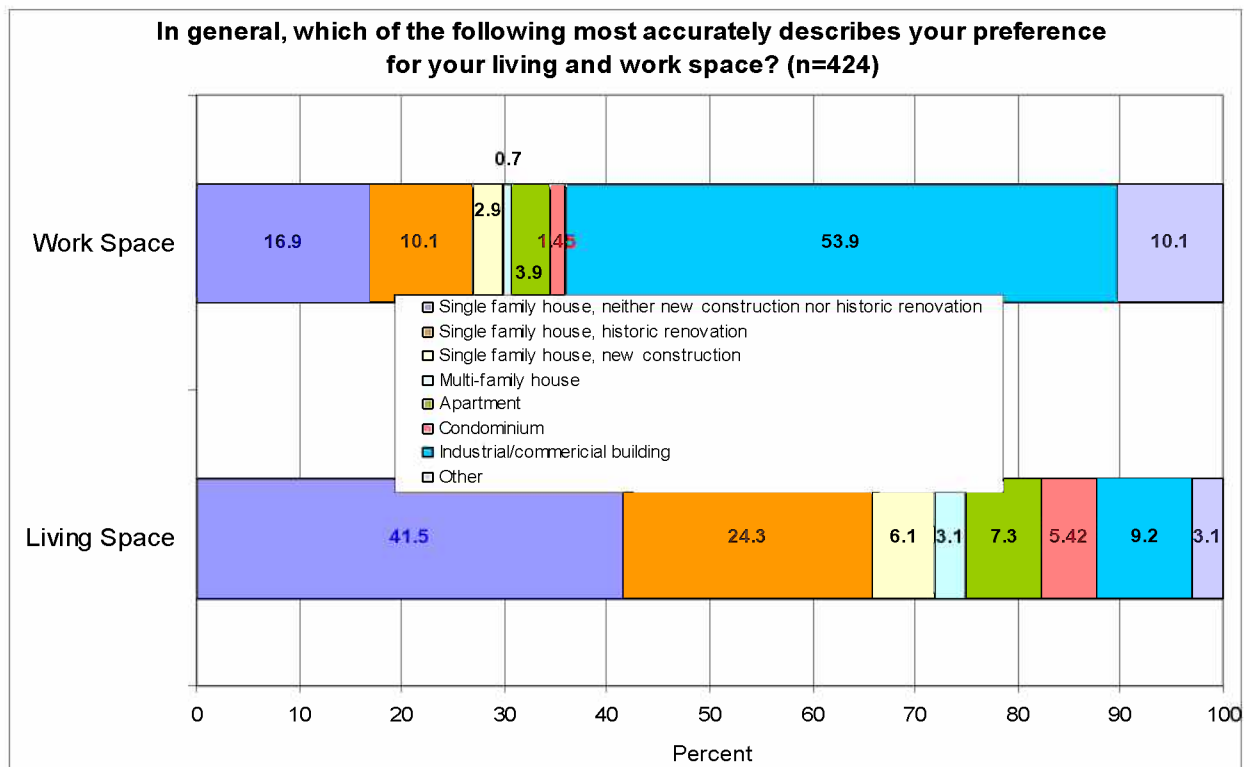


Figure E.7: Most Appealing Housing Styles for Living Space

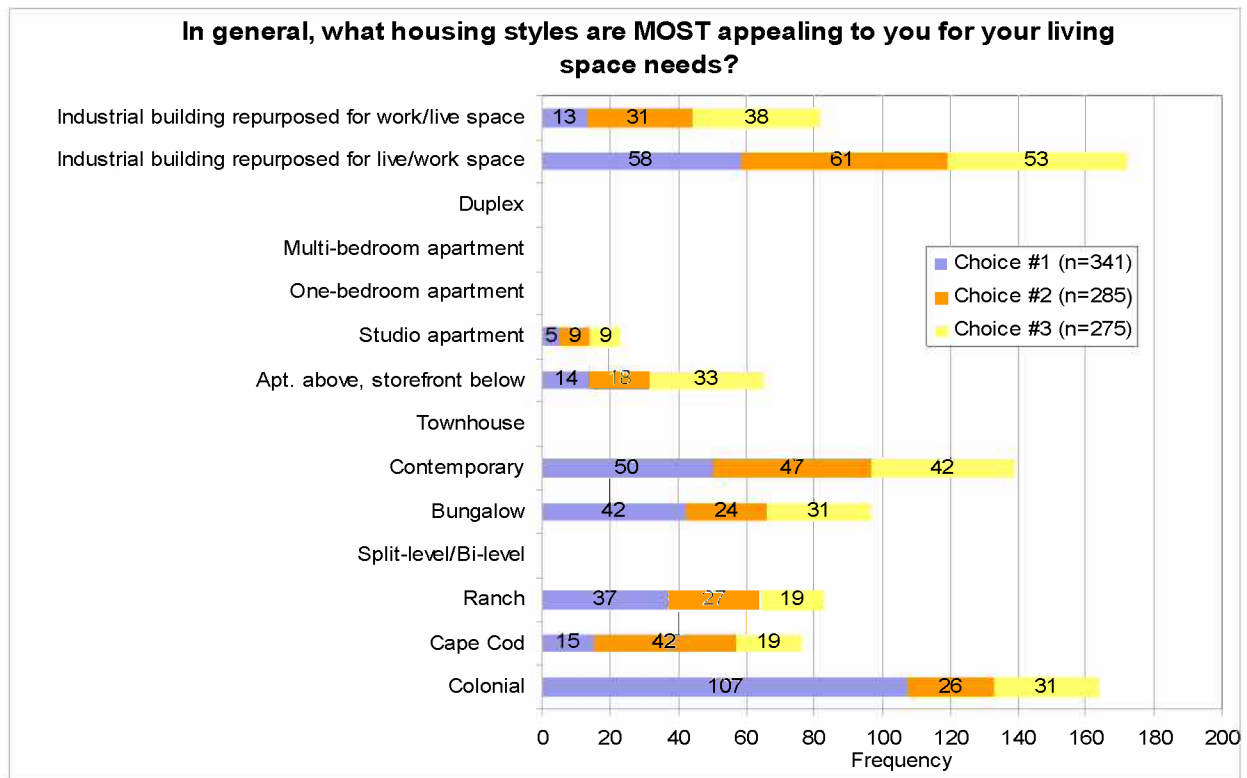


Figure E.8: Most Appealing Housing Styles for Work Space

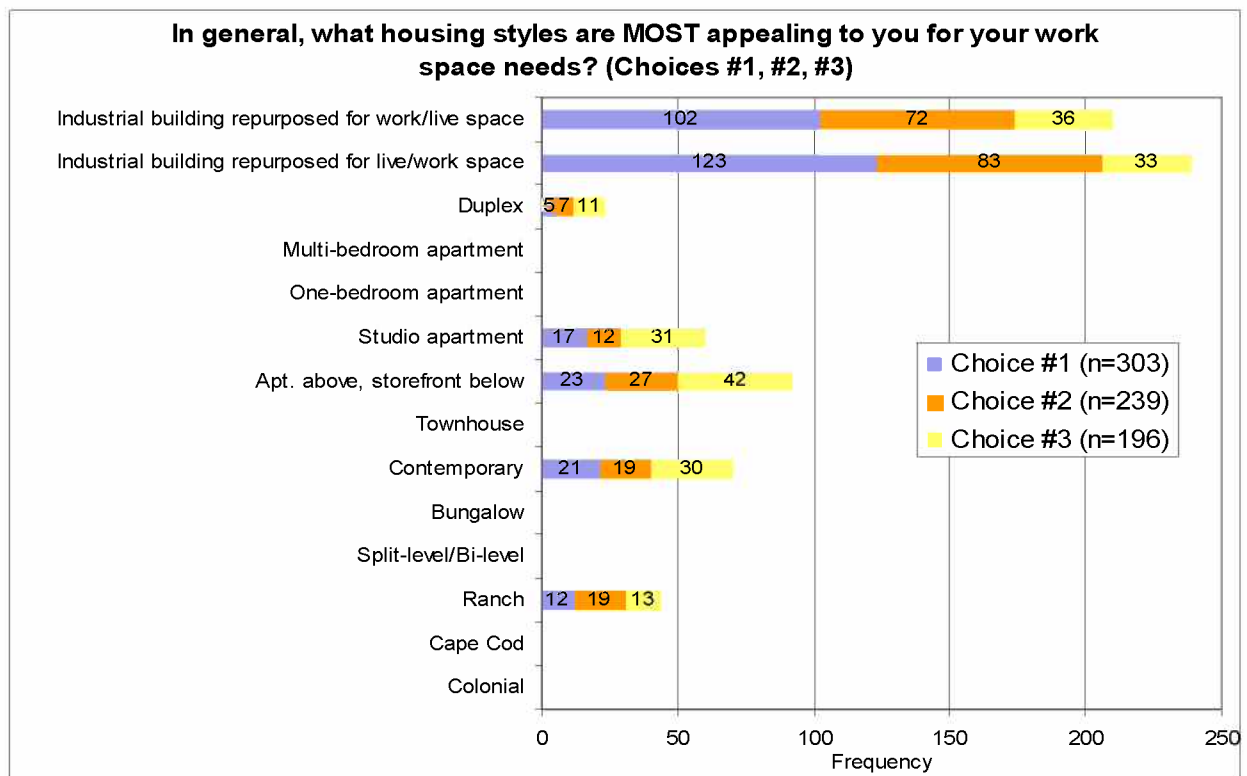


Figure E.9: Most Attractive Building Amenities for Work Space

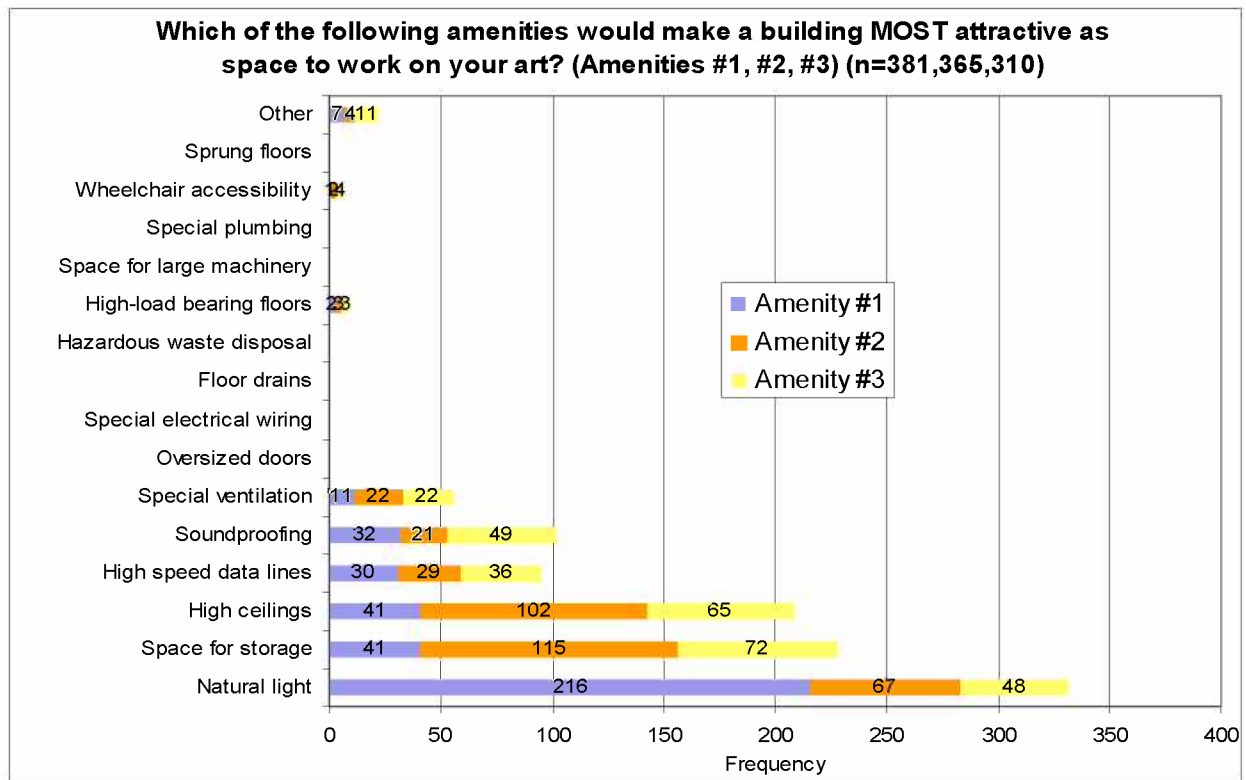


Figure E.10: Most Attractive Amenities a Building Would Have Access to for Work Space

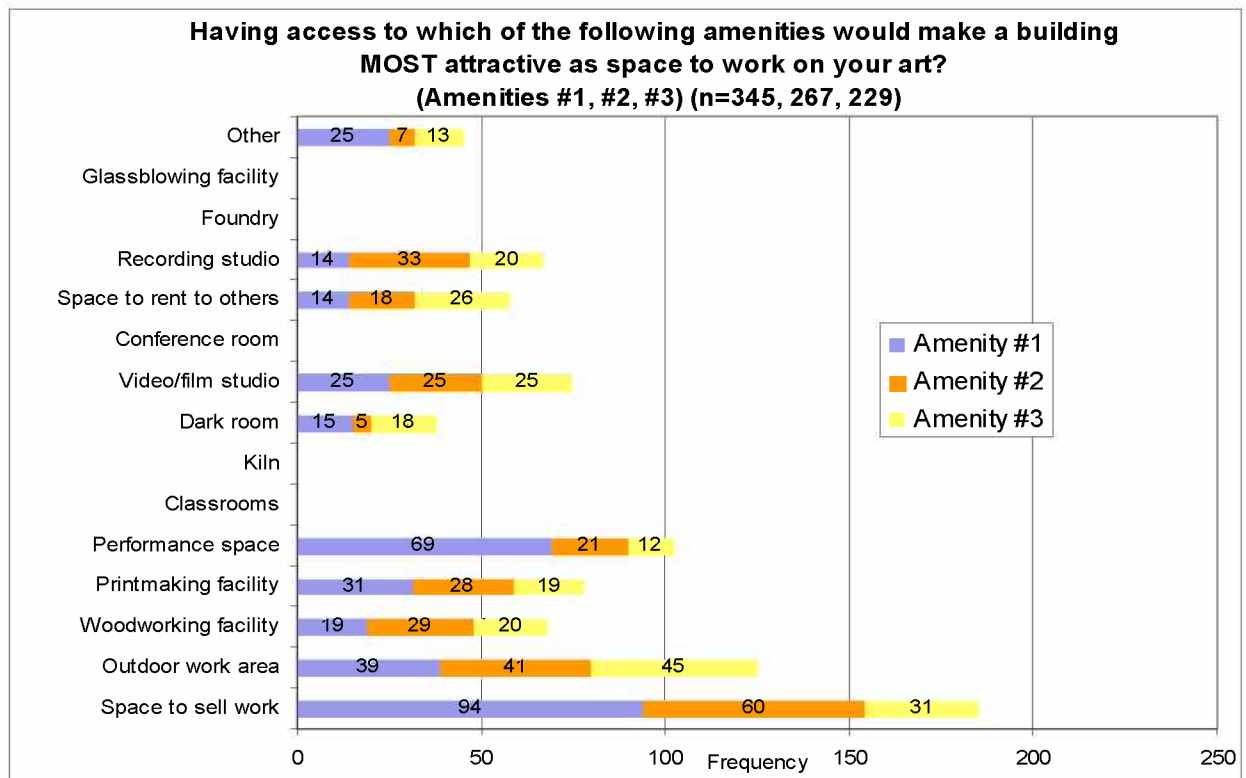


Figure E.11: Most Attractive Neighborhood Amenities

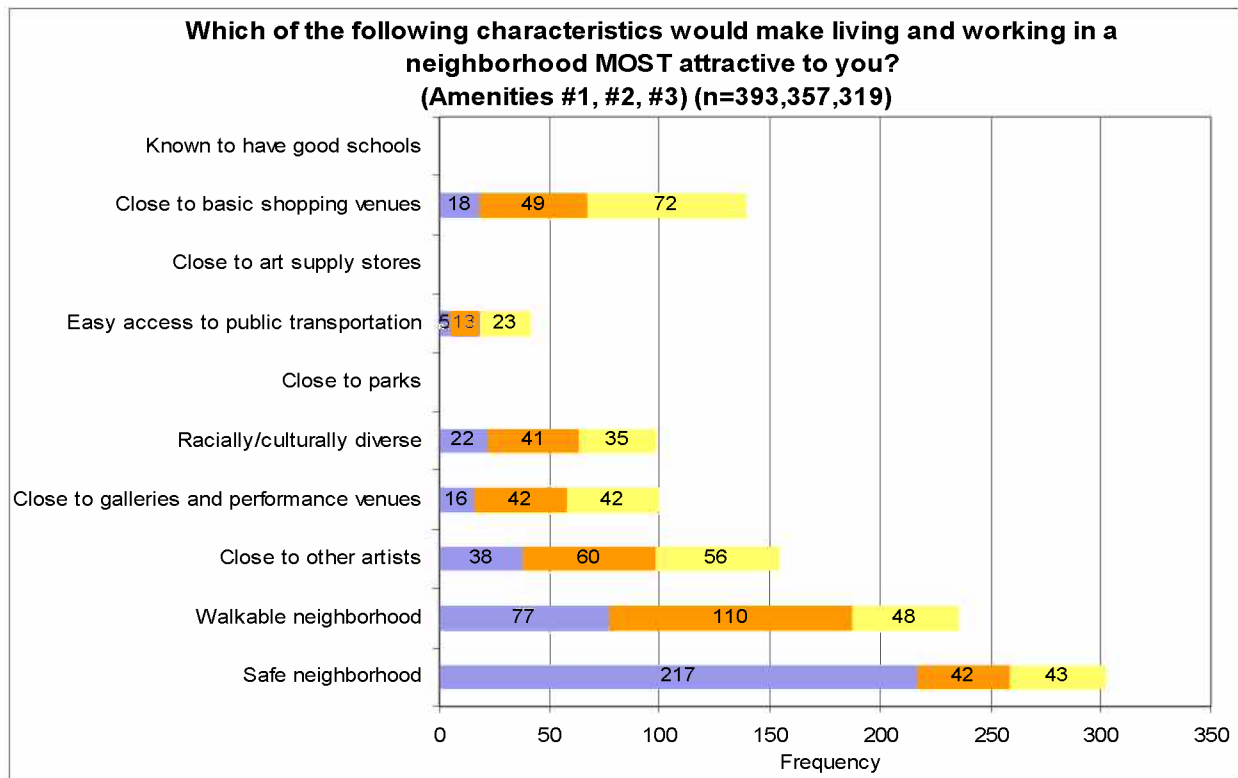
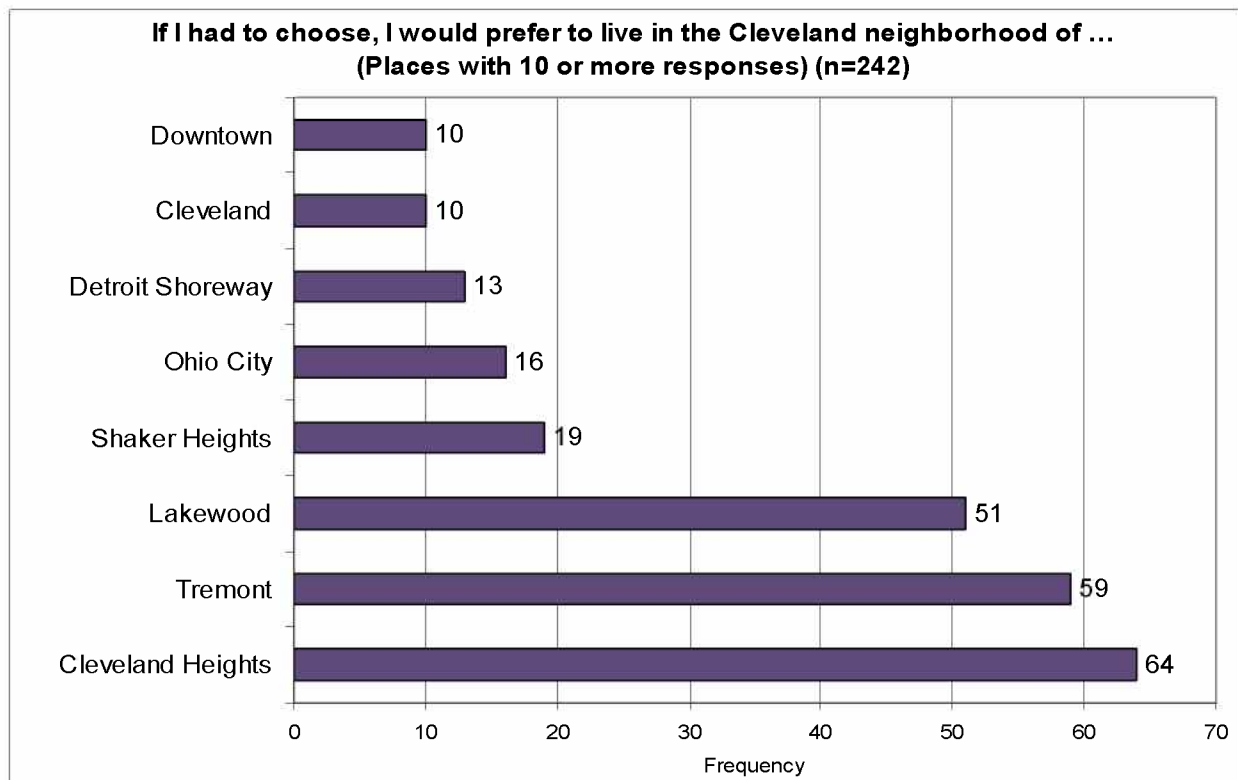


Figure E.12: Preferred Neighborhoods



F. Interest in the Land Bank and Vacant Properties Program

Survey respondents were asked about their interest in participating in a program that would return foreclosed or vacant properties in Cuyahoga County to productive use as homes, workplaces and retail spaces for artists. Almost three-fourths (72%) said they would. Respondents in their 20s and 30s were most interested in such a program – 86 and 83 percent of them, respectively, versus 63 percent for other ages combined. Those with less income were also more interested – 79 percent of those making less than \$40,000, versus 69 percent for all others.

Among those willing, three out of four (76.3%) said they would be willing to participate in neighborhood public art/beautification programs, and approximately two-thirds indicated that they would participate in initiating art projects with neighborhood children (63%), completing neighborhood clean-ups (64%), renovating the new space (62%) or documenting the ownership/rental process to inform other artists (62%). Younger respondents, and to some extent those with less income, were generally more willing to participate in these activities as well.

Among the factors that would most influence the responding artists to participate in a program, low-cost space and grants are most mentioned. Low-cost space accounts for 44 percent of first selected factors and 82 percent of all selected services mentioned as influencing factors by artists. Grants garnered another 27 percent of those first selected and 69 percent of all selections, regardless of whether they were mentioned first, second or third.

The community resources judged to be most helpful in finding and obtaining space include grants for housing/neighborhood improvement, assistance in locating artist space, and online directories of rental space – all having more than 83 percent of respondents saying that they would be helpful or very helpful. Online directories of for-sale space, low-interest homeownership loans, and low-interest business space loans, in that order, also were highly valued potential resources. Those in their 20s were particularly interested in online directories and assistance in preparing for homeownership.

Almost three out of four respondents indicated that they would be interested in receiving more information about the artist housing research study.

Figure F.1: Interest in Participating in a Land Bank and Vacant Properties

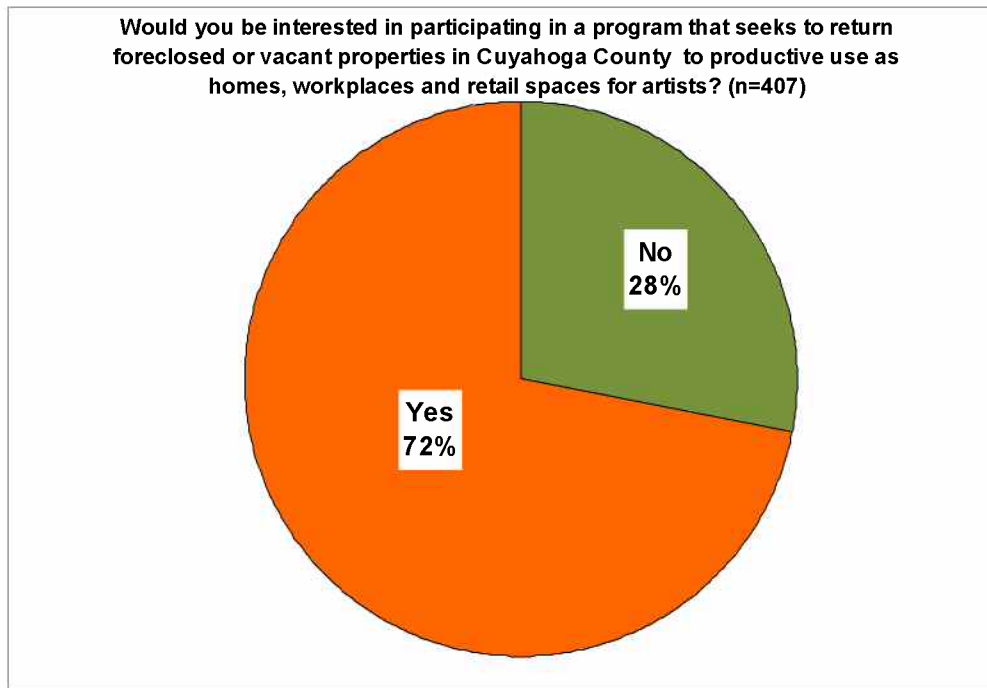


Figure F.2: Willingness to Participate in Specific Activities

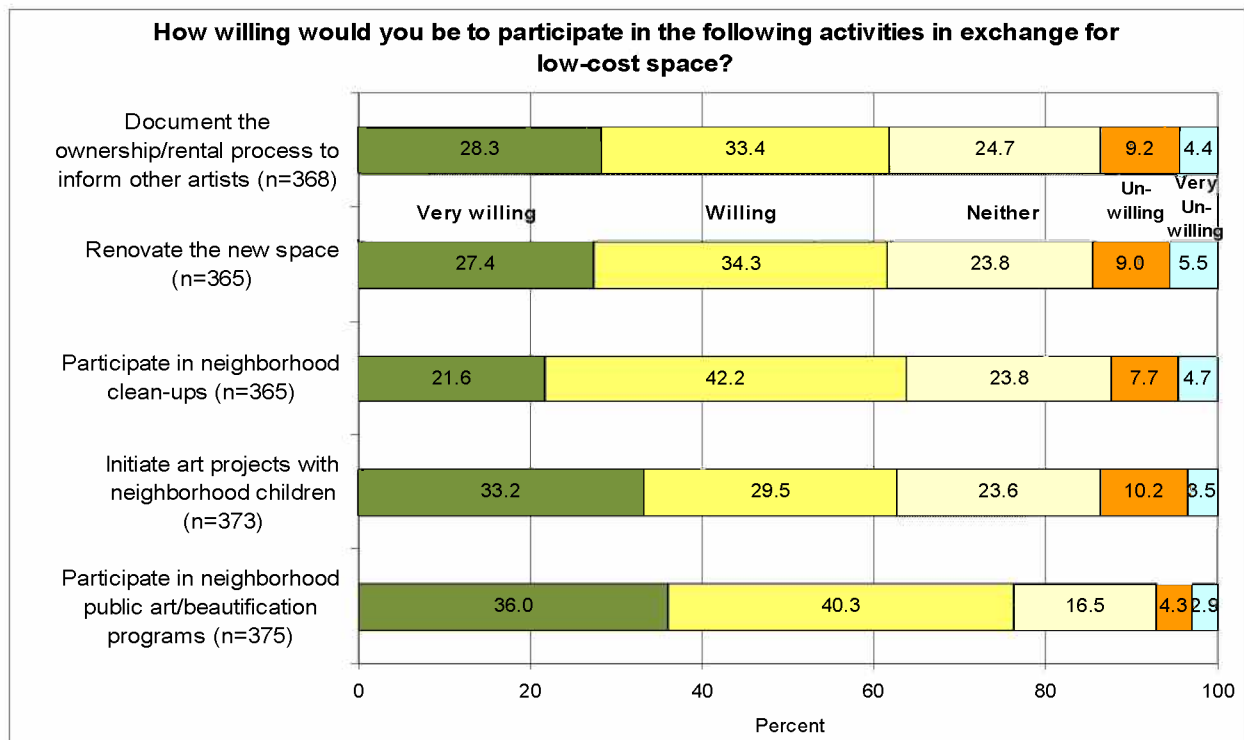


Figure F.3: Willingness to Participate in Specific Activities in Exchange for Low-Cost Space

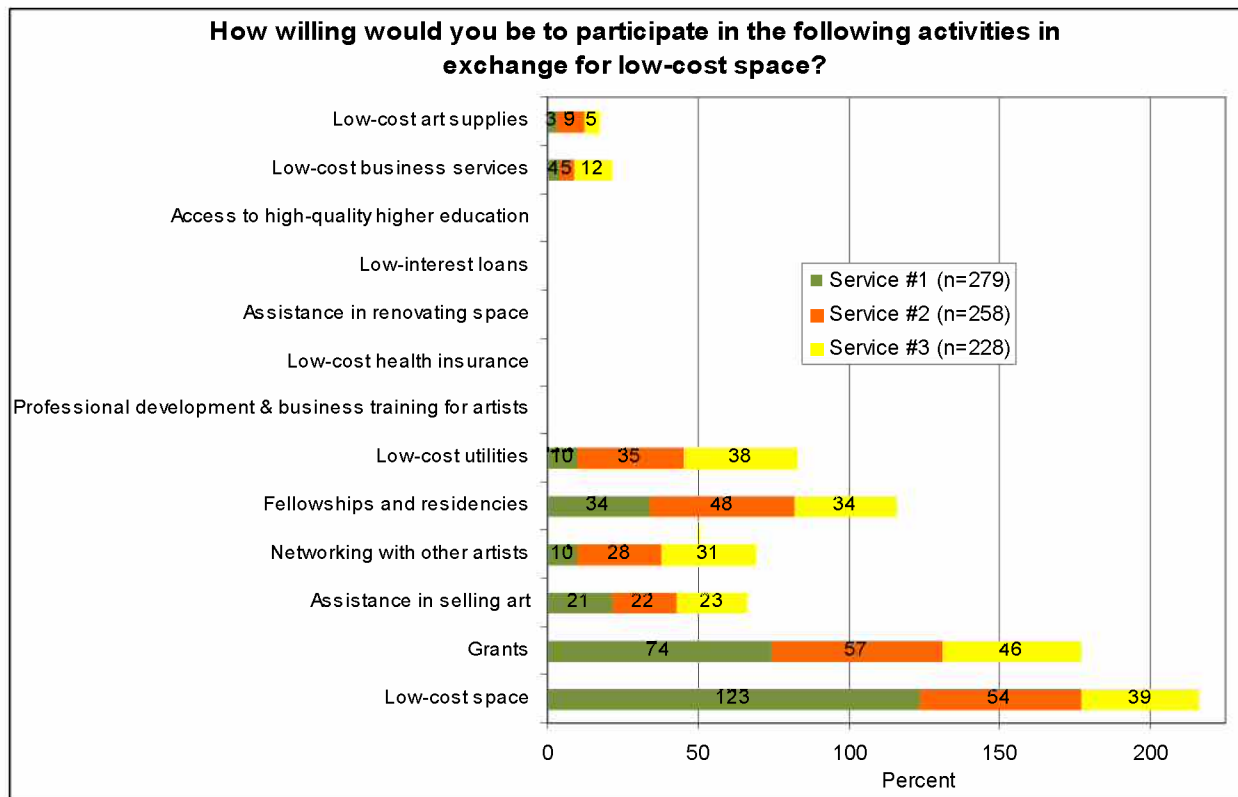


Figure F.4: Local Resources Most Helpful in Obtaining Space

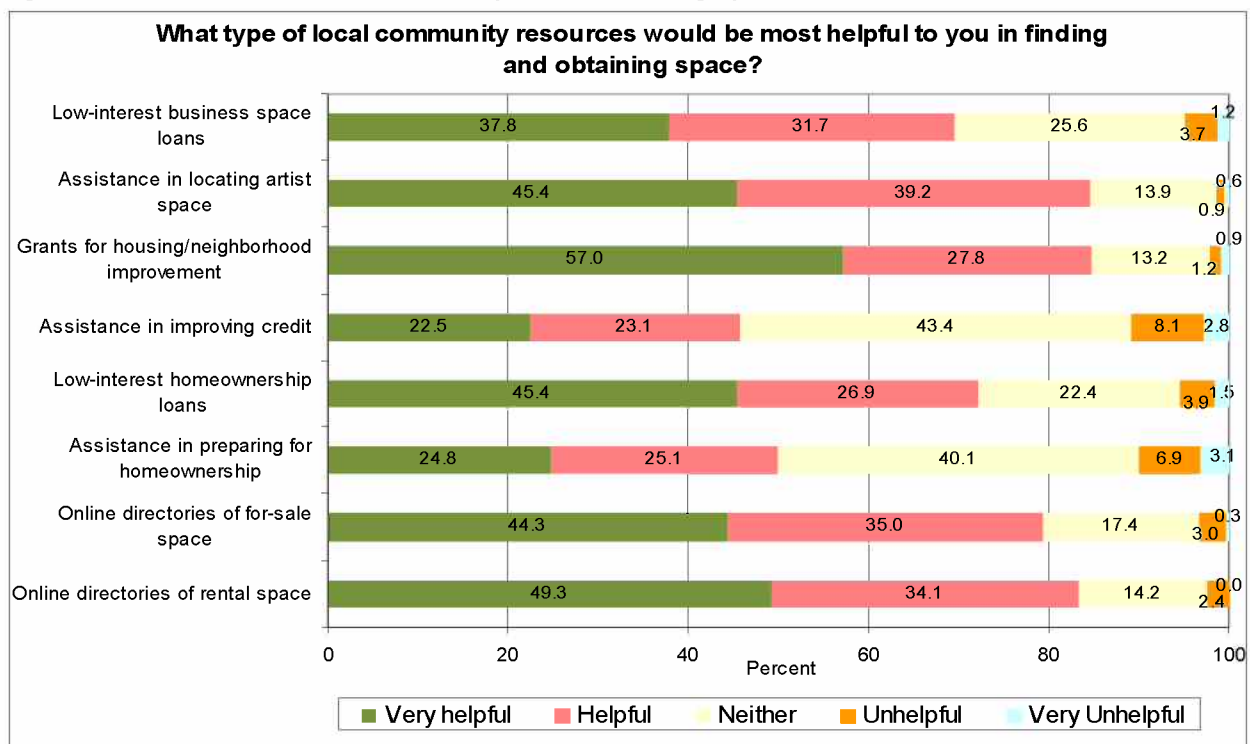
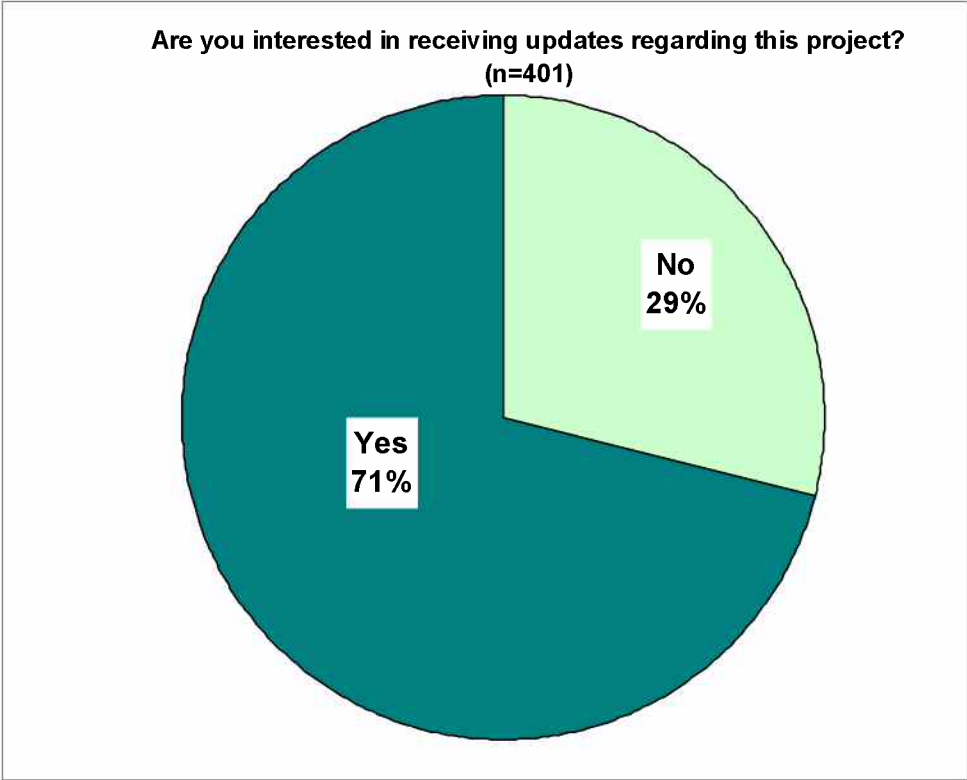


Figure F.5: Interest in Receiving Updates on the Project



G. Characteristics of Artists Interested in the Program

This section describes some of the responses based on interest in a land bank and vacant properties program.

Renters are more interested in the program than homeowners, 88 percent versus 64 percent, respectively. Artists living in multifamily houses (duplex and 2-family structures) and those in industrial buildings indicated a stronger interest in such a program as well.

Apparently, two-person households, though two-thirds indicated interest, are less interested than either one-person households or those with more persons. This may reflect a more satisfactory housing and work space situation for these artists.

Younger artists are more interested than older artists are. There is little differentiation in regard to gender. Interest in such a program is high regardless of race, but Hispanic respondents are slightly less interested. Interest is somewhat lower for artists with advanced degrees, possibly reflecting their older and more established situations.

Interest in a land bank and vacant properties program is affected by the artist's income – a higher percentage of those with lower income have more interest.

Level of interest in such a program appears to vary somewhat by artistic discipline, though the number of artists responding in several categories of discipline makes generalization about this factor difficult.

Interest in a land bank and vacant properties program for artists is similarly high (about 70% or higher) regardless of whether the artist performs his or her art in the home or in a space rented or owned elsewhere.

Figure G.1: Housing Tenure and Interest in the Program

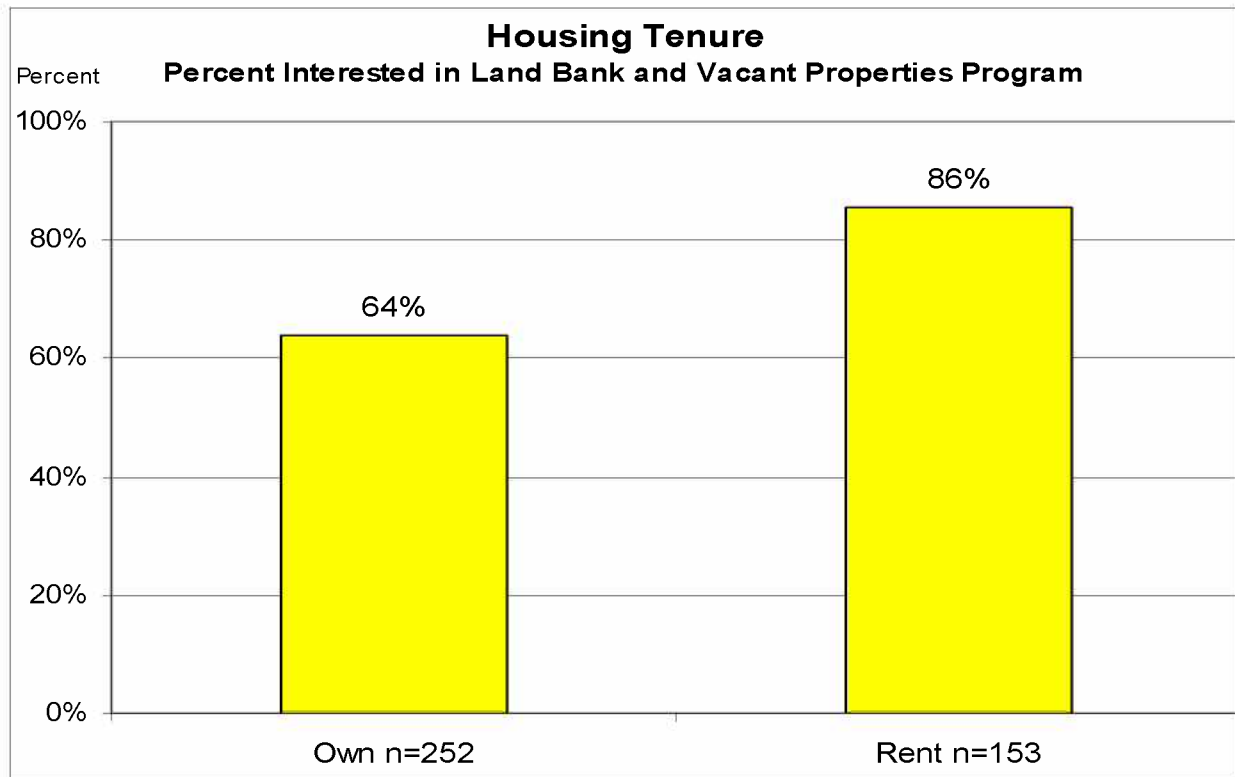


Figure G.2: Type of Residence and Interest in the Program

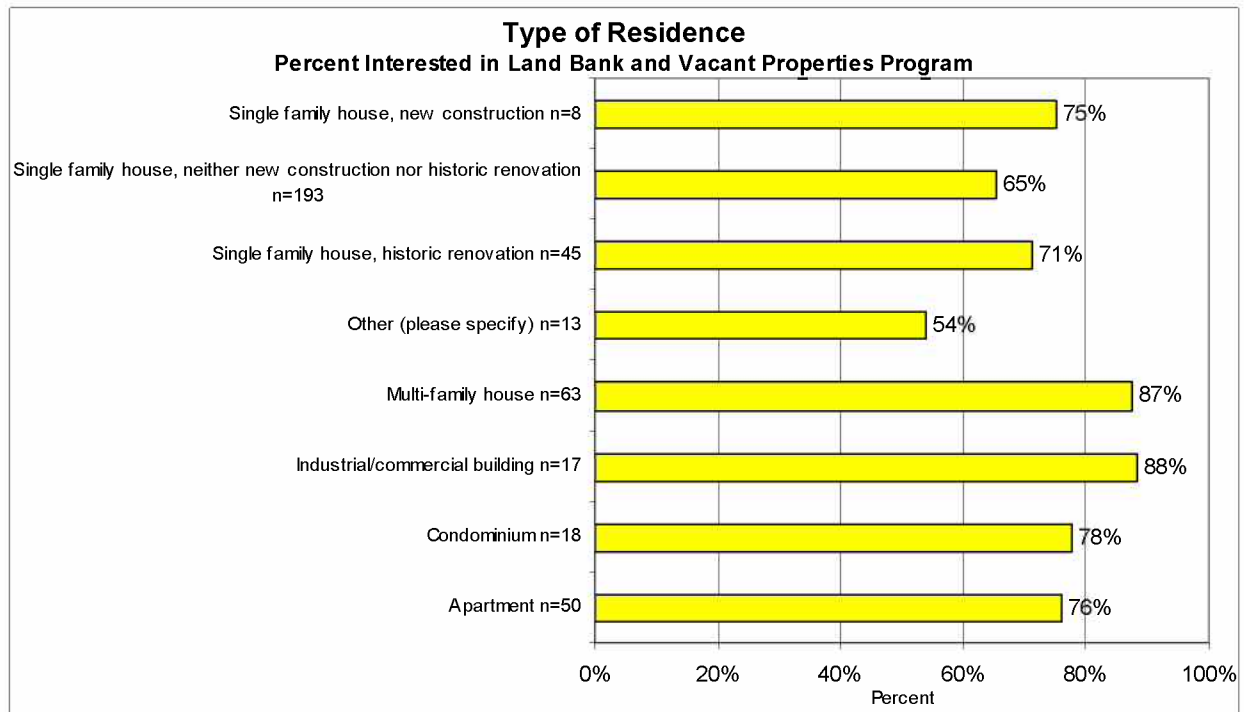


Figure G.3: Household Size and Interest in the Program

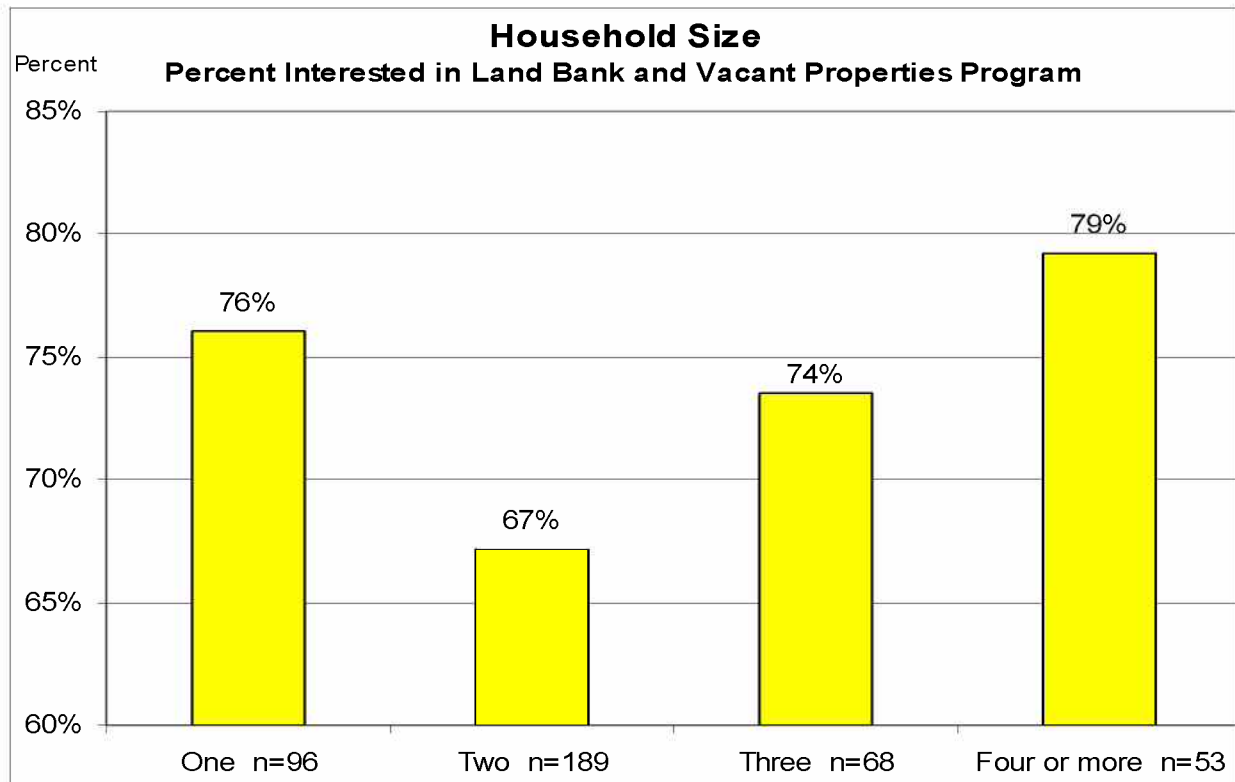


Figure G.4: Age and Interest in the Housing Program

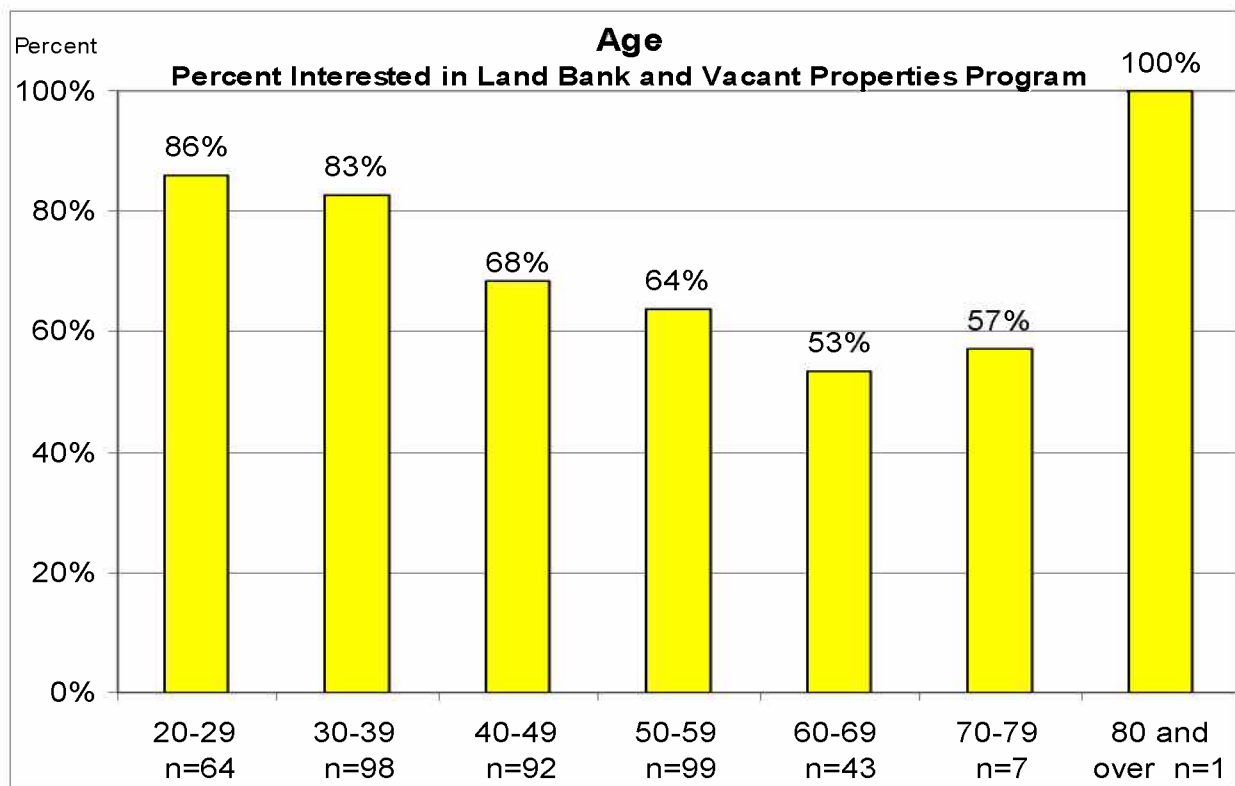


Figure G.5: Gender and Interest in the Program

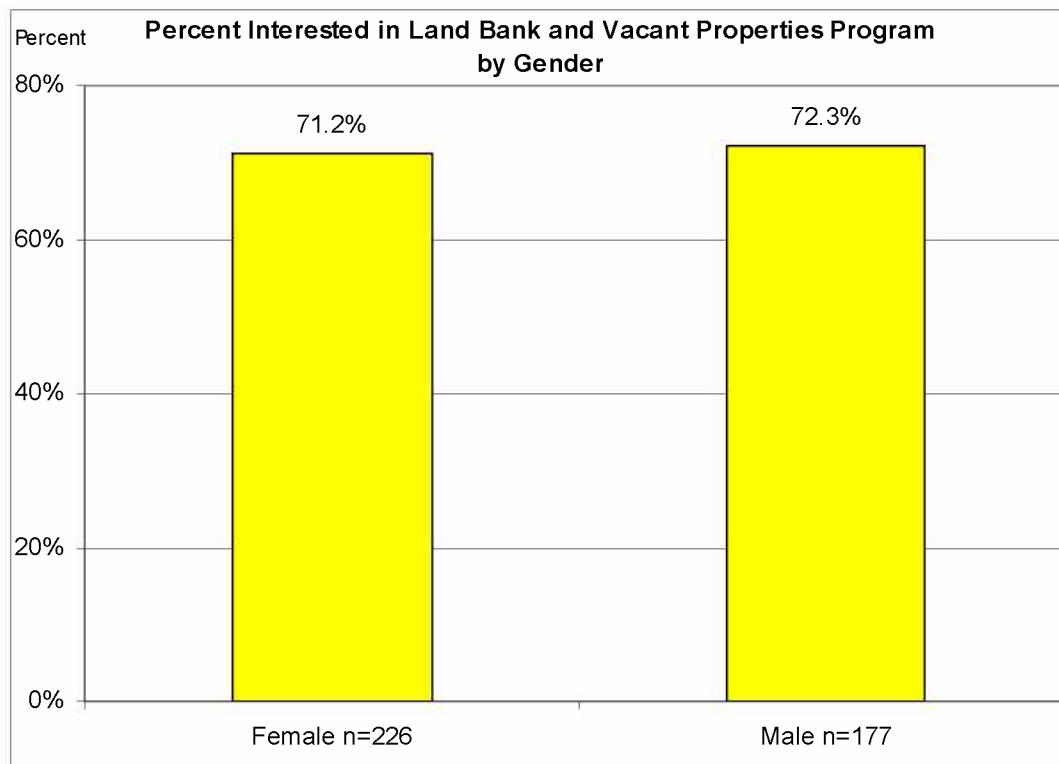


Figure G.6: Race/Hispanic Ethnicity and Interest in the Program

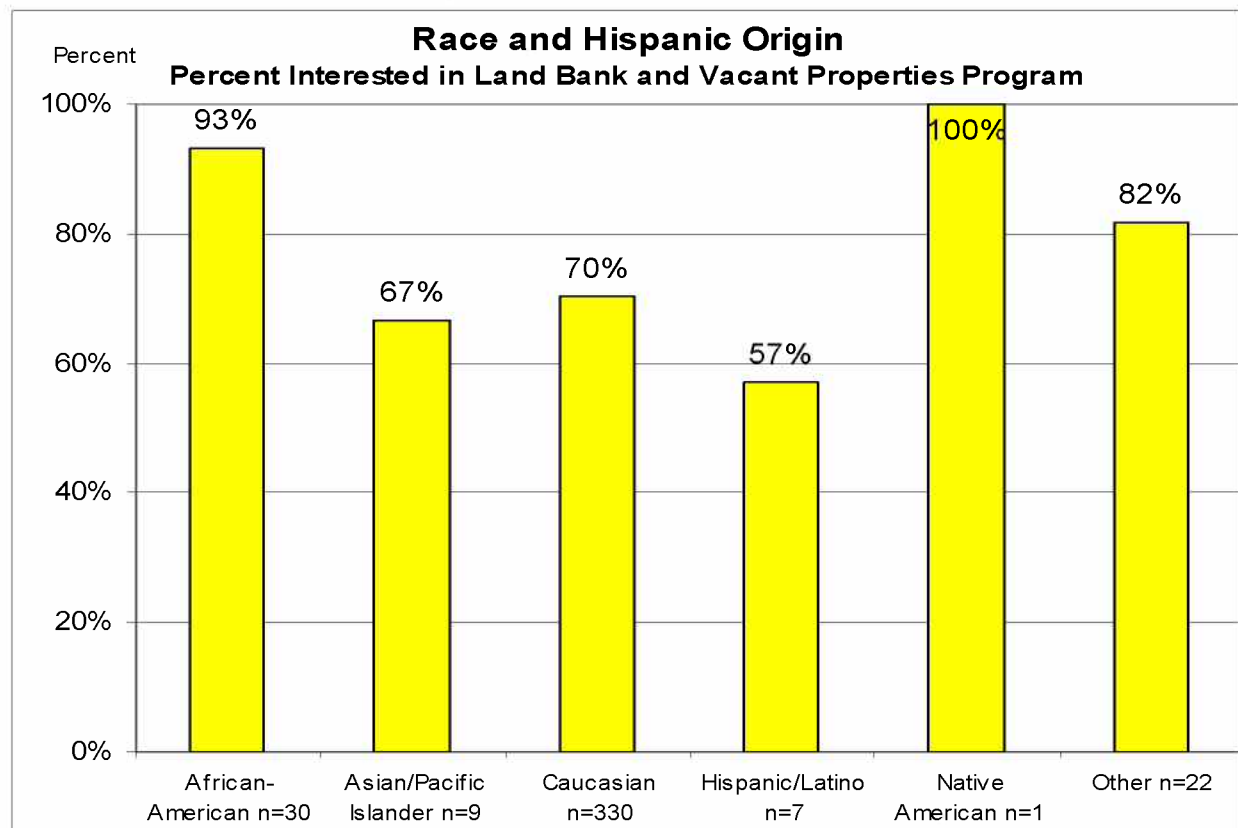


Figure G.7: Educational Attainment and Interest in the Program

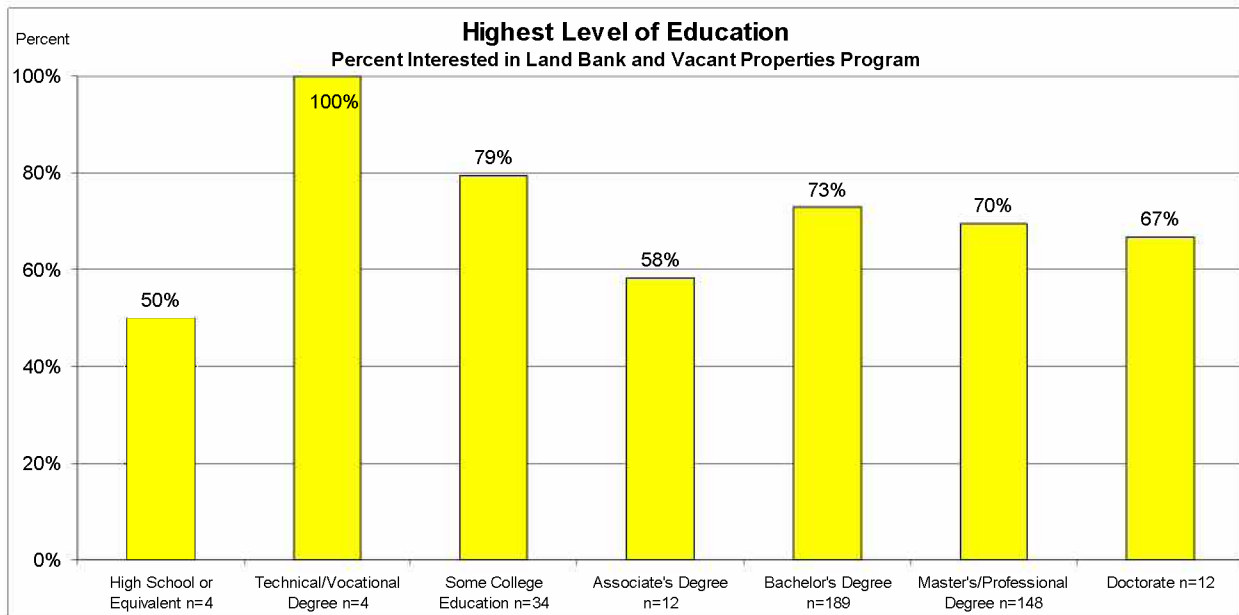


Figure G.8: Household Income and Interest in the Program

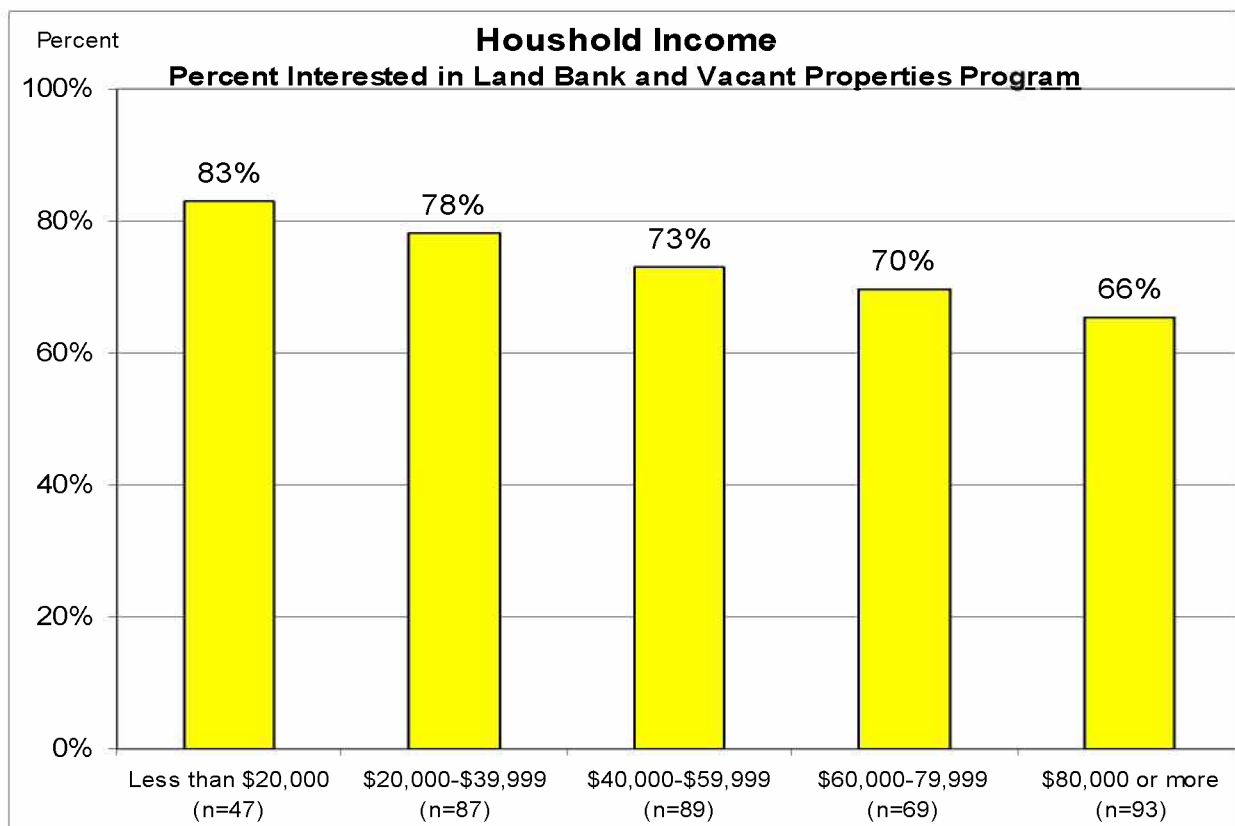


Figure G.9: Artistic Discipline and Interest in the Program

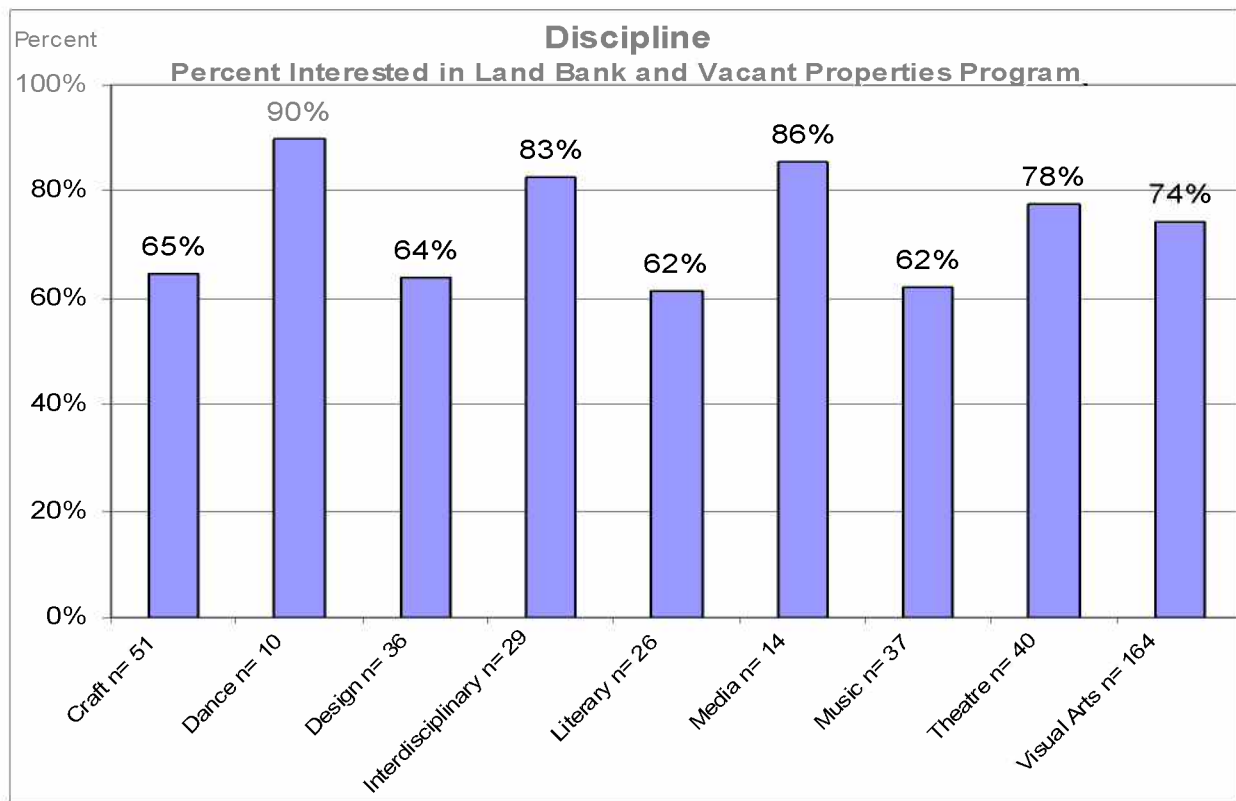
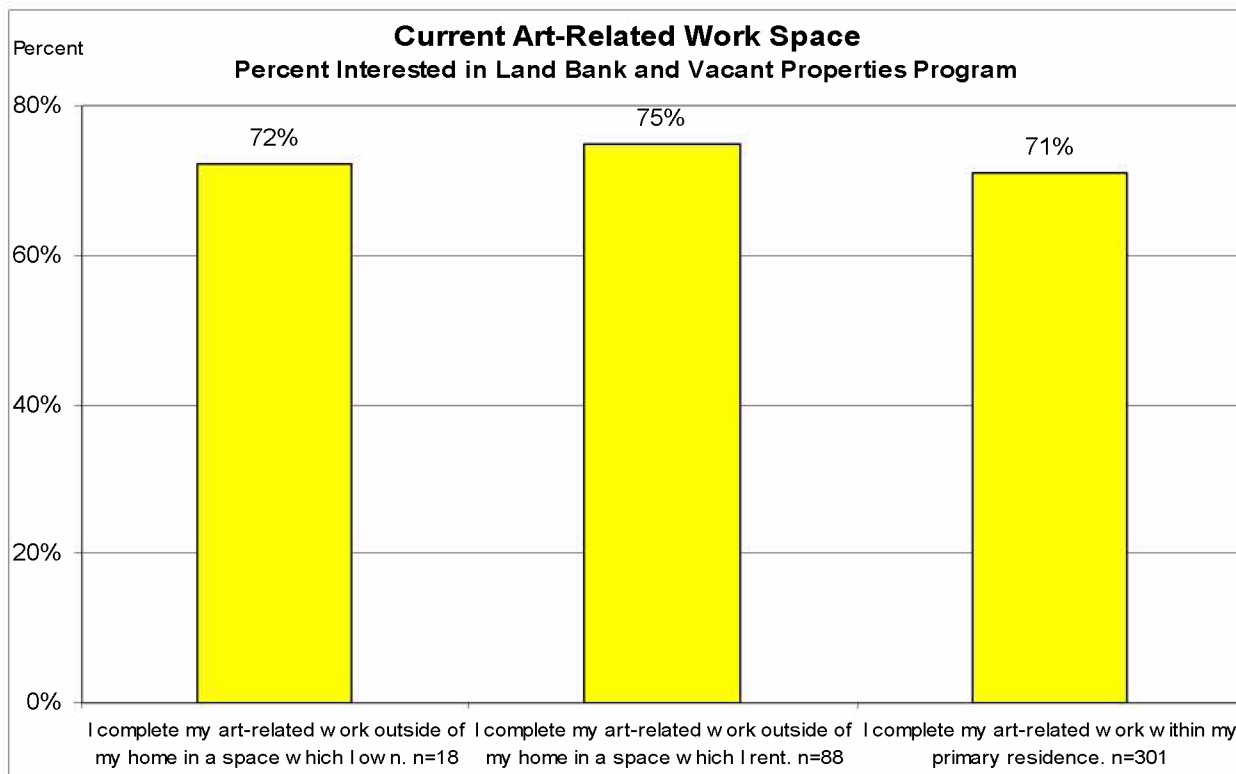


Figure G.10: Current Art-Related Work Space and Interest in the Program



APPENDIX A

Survey Questionnaire

2010 Artist Housing Survey

1. Demographics

* 1. Are you an artist that lives in Cuyahoga County?

Yes

No

2. Do you currently rent or own your primary residence?

Rent

Own

3. Including yourself, how many people currently live in your household?

One

Two

Three

Four or more

4. How many individuals under the age of 18 are currently in your household?

None

One

Two or more

5. What is your age?

Under 20

20-29

30-39

40-49

50-59

60-69

70-79

80 and over

6. What is your gender?

Male

Female

2010 Artist Housing Survey

7. What is your ethnicity/race?

- African-American
- Asian/Pacific Islander
- Caucasian
- Hispanic/Latino
- Native American
- Other

8. What is the highest level of education you have attained?

- High School or Equivalent
- Some College Education
- Technical/Vocational Degree
- Associate's Degree
- Bachelor's Degree
- Master's/Professional Degree
- Doctorate

9. What is your total household income?

- Less than \$20,000
- \$20,000-\$39,999
- \$40,000-\$59,999
- \$60,000-79,999
- \$80,000 or more

10. What percentage of your income comes from your art work?

- I do not generate income from my art work
- Less than 20%
- 20%-40%
- 40%-60%
- 60%-80%
- 80%-100%

2010 Artist Housing Survey

* 11. What is your artistic discipline?

- Craft
- Dance
- Design
- Interdisciplinary
- Literary
- Media
- Music
- Theatre
- Visual Arts

2. Type of Craft Artist

12. Which subcategory best describes your work as a craft artist? (Please select only one subcategory from the list below.)

Clay

Fiber

Glass

Leather

Metal

Paper

Plastic

Wood

3. Type of Dance Artist

13. Which subcategory best describes your work as a dance artist? (Please select only one subcategory from the list below.)

Ballet

Contemporary

Ethnic/Folk

Hip-hop/Break-dance

Jazz

Modern

Tap

4. Type of Design Artist

14. Which subcategory best describes your work as a design artist? (Please select only one subcategory from the list below.)

Architecture

Fashion

Graphics

Industrial

Interior

Landscape

5. Type of Interdisciplinary Artist

15. What disciplines are combined in your interdisciplinary work? (Please indicate all the disciplines that are fused or combined in your work from the list below.)

- Craft
- Dance
- Design
- Literary
- Media
- Music
- Theatre
- Visual

6. Type of Literary Artist

16. Which subcategory best describes your work as a literary artist? (Please select only one subcategory from the list below.)

- Children's
- Experimental
- Fiction
- Nonfiction
- Poetry

7. Type of Media Artist

17. Which subcategory best describes your work as a media artist? (Please select only one subcategory from the list below.)

Animation

Digital imaging

Film

Radio

Video

8. Type of Music Artist

18. Which subcategory best describes your work as a music artist? (Please select only one subcategory from the list below.)

- Blues
- Classical
- Experimental/New music
- Jazz
- Opera
- Popular
- Rock and roll
- World/ethnic/folk

9. Type of Theatre Artist

19. Which subcategory best describes your work as a theatre artist? (Please select only one subcategory from the list below.)

- Children's
- Circus/Clowning/Mime/Puppet
- Experimental
- Improvisational
- Musical theatre
- Spoken word/storytelling
- Stage

10. Type of Visual Artist

20. Which subcategory best describes your work as a visual artist? (Please select only one subcategory from the list below.)

Computer art

Drawing

Experimental

Painting

Photography

Print making

Sculpture

2010 Artist Housing Survey

11. Where Do Artists Currently Live and Work?

* **21. Which of the following types most accurately describes your current primary residence?**

Single family house, neither new construction nor historic renovation

Single family house, historic renovation

Single family house, new construction

Multi-family house

Apartment

Condominium

Industrial/commercial building

Other (please specify)

22. Do you currently rent or own your primary residence?

Rent

Own

2010 Artist Housing Survey

23. In general, what housing style BEST describes your current, primary residence?

- Colonial
- Cape Cod
- Ranch
- Split-level/Bi-level
- Bungalow
- Contemporary
- Townhouse
- Apartment above, Storefront below
- Studio Apartment
- One-bedroom Apartment
- Multi-bedroom Apartment
- Duplex
- Industrial Building Repurposed for Live/Work Space
- Industrial Building Repurposed for Work/Live Space
- Other (please specify)

24. What is the approximate square footage of your current living area(s)?

- 1000 sq. ft. or less
- 1001-1500 sq. ft.
- 1501-2000 sq. ft.
- 2001-2500 sq. ft.
- 2500+ sq. ft.

25. Approximately, how much do you currently pay for your living space per month in rent(s) or mortgage payment(s), not including basic utility fees (e.g. water, gas, electric)?

- \$0
- \$500 or less
- \$501-\$1000
- \$1001-\$1500
- More than \$1500

2010 Artist Housing Survey

26. Approximately, how much money do you currently pay per month in basic utility fees for your living space?

- \$150 or less
- \$151-\$200
- \$201-\$250
- \$251-\$300
- More than \$300

27. Which Cleveland neighborhood/suburb is your primary residence located in?

Cleveland neighborhood/suburb:

Zip code:

28. Which of the following characteristics make living and working in your current neighborhood/suburb MOST attractive to you?

	Amenity #1	Amenity #2	Amenity #3
Known to be a safe neighborhood	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Walkable neighborhood	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Close proximity to other artists	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Close proximity to galleries and performance venues	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Racially/culturally diverse	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Close proximity to parks	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Easy access to public transportation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Close proximity to art supply stores	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Close proximity to basic shopping venues (e.g. grocery stores, clothing stores, pharmacies, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Known to have good schools	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

(please specify)

* 29. Which of the following BEST describes your current art-related work space?

- I complete my art-related work within my primary residence.
- I complete my art-related work outside of my home in a space which I rent.
- I complete my art-related work outside of my home in a space which I own.

2010 Artist Housing Survey

12. Art-Related Work Needs (those who work at home)

30. What is the approximate square footage of the space inside of your home which is dedicated to your art-related work needs?

100 or less sq. ft.

101-200 sq. ft.

201-300 sq. ft.

301-400 sq. ft.

401-500 sq. ft.

More than 500 sq. ft.

31. In regard to your current living and work space needs, what is your level of agreement with the following statements?

	Completely agree	Agree	Neither agree, nor disagree	Disagree	Completely disagree
I need additional space for my art-related work.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I prefer to be living in a neighborhood with a high concentration of fellow artists.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I am open to moving my primary residence.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I would prefer to conduct my art-related work outside of the home, if appropriate and cost-effective space were available.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

2010 Artist Housing Survey

13. Art-Related Work Needs (those who work outside of home)

32. What is the approximate square footage of your current art-related work area(s)?

- 300 or less sq. ft.
- 301-600 sq. ft.
- 601-900 sq. ft.
- 901-1200 sq. ft.
- 1201-2000 sq. ft.
- More than 2000 sq. ft.

33. Do you share your art-related work space with other artists or colleagues?

- Yes
- No

34. In regard to your current living and work space needs, what is your level of agreement with the following statements?

	Completely agree	Agree	Neither agree, nor disagree	Disagree	Completely disagree
I need additional space for my art-related work.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I prefer to be working in a neighborhood with a high concentration of fellow artists.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I am open to moving my workspace to a different area.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I would prefer to conduct my art-related work inside my primary residence, if appropriate and cost-effective space were available.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

2010 Artist Housing Survey

14. Desired Space/Neighborhood Amenities

35. In general, would you prefer to rent or own your primary residence?

Rent

Own

36. In general, would you prefer to rent or own your art-related work space?

Rent

Own

37. What is the maximum amount you would be willing to pay each month for your living and work space combined?

\$0

\$500 or less

\$501-\$1000

\$1001-\$1500

More than \$1500

38. In general, are you more interested in separate living and work space or combined live/work space?

Separate living and work space

Combined living and work space

39. What is the minimum amount of square footage you would need for your living space?

1000 sq. ft. or less

1001-1500 sq. ft.

1501-2000 sq. ft.

2001-2500 sq. ft.

More than 2500 sq. ft.

2010 Artist Housing Survey

40. What is the minimum amount of square footage you would need for your art-related work space?

- 100 or less sq. ft.
- 101-200 sq. ft.
- 201-300 sq. ft.
- 301-400 sq. ft.
- 401-500 sq. ft.
- More than 500 sq. ft.

41. In general, which of the following most accurately describes your preference for your living and work space?

	Single family house, neither new construction nor historic renovation	Single family house, historic renovation	Single family house, new construction	Multi-family house	Apartment	Condominium	Industrial/commercial building	Other
Living space	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Work space	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

2010 Artist Housing Survey

42. In general, what housing styles are MOST appealing to you for your living space needs?

	Choice #1	Choice #2	Choice #3
Colonial	jñ	jñ	jñ
Cape Cod	jñ	jñ	jñ
Ranch	jñ	jñ	jñ
Split-level/Bi-level	jñ	jñ	jñ
Bungalow	jñ	jñ	jñ
Contemporary	jñ	jñ	jñ
Townhouse	jñ	jñ	jñ
Apartment above, Storefront below	jñ	jñ	jñ
Studio Apartment	jñ	jñ	jñ
One-bedroom Apartment	jñ	jñ	jñ
Multi-bedroom Apartment	jñ	jñ	jñ
Duplex	jñ	jñ	jñ
Industrial Building Repurposed for Live/Work Space	jñ	jñ	jñ
Industrial Building Repurposed for Work/Live Space	jñ	jñ	jñ

Other (please specify)

2010 Artist Housing Survey

43. In general, what housing styles are MOST appealing to you for your work space needs?

	Choice #1	Choice #2	Choice #3
Colonial	jn	jn	jn
Cape Cod	jn	jn	jn
Ranch	jn	jn	jn
Split-level/Bi-level	jn	jn	jn
Bungalow	jn	jn	jn
Contemporary	jn	jn	jn
Townhouse	jn	jn	jn
Apartment above, Storefront below	jn	jn	jn
Studio Apartment	jn	jn	jn
One-bedroom Apartment	jn	jn	jn
Multi-bedroom Apartment	jn	jn	jn
Duplex	jn	jn	jn
Industrial Building Repurposed for Live/Work Space	jn	jn	jn
Industrial Building Repurposed for Work/Live Space	jn	jn	jn

Other (please specify)

2010 Artist Housing Survey

15. Desired Work Space Amenities

44. Which of the following amenities would make a building MOST attractive as space to work on your art?

	Amenity #1	Amenity #2	Amenity #3
Natural light	jn	jn	jn
Space for storage	jn	jn	jn
High ceilings	jn	jn	jn
High speed data lines	jn	jn	jn
Soundproofing	jn	jn	jn
Special ventilation	jn	jn	jn
Oversized doors	jn	jn	jn
Special electrical wiring	jn	jn	jn
Floor drains	jn	jn	jn
Hazardous waste disposal	jn	jn	jn
High-load bearing floors	jn	jn	jn
Space for large machinery	jn	jn	jn
Special plumbing	jn	jn	jn
Wheelchair accessibility	jn	jn	jn
Sprung floors	jn	jn	jn
Other	jn	jn	jn

(please specify)

2010 Artist Housing Survey

45. Having access to which of the following amenities would make a building MOST attractive as space to work on your art?

	Amenity #1	Amenity #2	Amenity #3
Space to sell work	10	10	10
Outdoor work area	10	10	10
Woodworking facility	10	10	10
Printmaking facility	10	10	10
Performance space	10	10	10
Classrooms	10	10	10
Kiln	10	10	10
Dark room	10	10	10
Video/film studio	10	10	10
Conference room	10	10	10
Space to rent to other individuals	10	10	10
Recording studio	10	10	10
Foundry	10	10	10
Glassblowing facility	10	10	10
Other	10	10	10

(please specify)

2010 Artist Housing Survey

16. Desired Neighborhood Amenities

46. Which of the following characteristics would make living and working in a neighborhood MOST attractive to you?

	Amenity #1	Amenity #2	Amenity #3
Known to be a safe neighborhood	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Walkable neighborhood	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Close proximity to other artists	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Close proximity to galleries and performance venues	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Racially/culturally diverse	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Close proximity to parks	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Easy access to public transportation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Close proximity to art supply stores	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Close proximity to basic shopping venues (e.g. grocery stores, clothing stores, pharmacies, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Known to have good schools	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

(please specify)

47. Complete the following statement: If I had to choose, I would prefer to live in the Cleveland or suburban neighborhood of_____.

Neighborhood name:

Neighborhood zipcode:

2010 Artist Housing Survey

17. Landbank Programming

48. Would you be interested in participating in a program that seeks to return foreclosed or vacant properties in Cuyahoga County to productive use as homes, workplaces and retail spaces for artists?

Yes

No

49. As a component of the program, artists may be able to obtain space at a lower cost in exchange for service to the community. How willing would you be to participate in the following activities in exchange for low-cost space?

	Very willing	Willing	Neither willing nor unwilling	Unwilling	Very unwilling
Participate in neighborhood public art/beautification programs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Initiate art projects with neighborhood children	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Participate in neighborhood clean-ups	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Renovate the new space	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Document the ownership/rental process to inform other artists	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

2010 Artist Housing Survey

50. Which of the following services would be MOST influential to your willingness to participate in a Cuyahoga County based artist housing program?

	Service #1	Service #2	Service #3
Low-interest loans	jn	jn	jn
Low-cost utilities	jn	jn	jn
Low-cost art supplies	jn	jn	jn
Grants	jn	jn	jn
Low-cost space	jn	jn	jn
Low-cost business services	jn	jn	jn
Assistance in selling art	jn	jn	jn
Fellowships and residencies	jn	jn	jn
Networking with other artists	jn	jn	jn
Low-cost health insurance	jn	jn	jn
Access to high-quality higher education	jn	jn	jn
Assistance in renovating space	jn	jn	jn
Professional development and business training for artists	jn	jn	jn

Other (please specify)

51. What type of local community resources would be most helpful to you in finding and obtaining space?

	Very helpful	Helpful	Neither helpful nor unhelpful	Unhelpful	Very unhelpful
Online directories of rental space	jn	jn	jn	jn	jn
Online directories of for-sale space	jn	jn	jn	jn	jn
Assistance in preparing for homeownership	jn	jn	jn	jn	jn
Low-interest homeownership loans	jn	jn	jn	jn	jn
Assistance in improving credit	jn	jn	jn	jn	jn
Grants for housing/neighborhood improvement	jn	jn	jn	jn	jn
Assistance in locating artist space	jn	jn	jn	jn	jn
Low-interest business space loans	jn	jn	jn	jn	jn

Other (please specify)

2010 Artist Housing Survey

18. Thank you!

Thank you for taking the time to finish this survey. Your information is a vital contribution to CPAC's work in building support and programming to benefit the arts and culture sector. For more information about our other programs and initiatives visit www.cpacbiz.org.

CPAC is also now accepting applications from Cuyahoga County craft, design, media and visual artists for the 2011 Creative Workforce Fellowship. 20 Artists will each receive \$20,000 and additional professional development support through this grant program. For more information about the current Visual Arts cycle of CPAC's Creative Workforce Fellowship program please visit <http://www.cpacbiz.org/business/CWF.shtml>.

52. Are you interested in receiving updates regarding this artist housing research effort?

Yes

No

If you are interested in receiving updates, please enter your preferred email address:

About the Community Partnership for Arts and Culture:

Vision

The powerful competitive advantage generated by our distinctive arts and culture sector is widely recognized and supported both publicly and privately.

Mission

To strengthen and unify greater Cleveland's arts and culture sector.

Guiding Principles

In pursuing its vision and mission and acknowledging its beliefs, CPAC will:

- ◆ **LEAD:** Set direction with the arts and culture sector based on shared interests and potential impact on arts and culture organizations and individual artists.
- ◆ **ADVOCATE:** Position arts and culture as a driving force in building a vibrant community, particularly where community priorities and funding decisions are determined.
- ◆ **EDUCATE:** Inform community decision-making through credible research that identifies solutions for evolving needs and demonstrates the contribution arts and culture makes to the economy, education and quality of life.
- ◆ **CONVENE:** Provide opportunities for the community's diverse arts and culture constituencies to join together to learn about and take collective action on shared interests and objectives.

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History

Community Partnership for Arts and Culture (CPAC) was formed by The Cleveland Foundation and The George Gund Foundation in 1997 to develop a regional, community-wide, strategic cultural plan. Northeast Ohio's Arts & Culture Plan (the Plan), released in May 2000, was the culmination of 9 major analytical studies and 42 regional public forums representing 30 months of quantitative and qualitative research. Upon delivery and implementation of the seven-county plan CPAC evolved into a service provider focused on filling functional gaps identified through the planning process: capacity building, public policy and research.

In 2003, CPAC launched its first capacity building program designed for individual artists, The Artist as an Entrepreneur Institute, which has served 345 artists locally and has subsequently been licensed by organizations in Florida, North Carolina and South Carolina. In 2004, through an innovative partnership with the Council of Smaller Enterprises (COSE), CPAC helped to launch the Arts Network, a program of COSE offering professional development resources, education and networking events, benefits programs and business savings to those in the creative industries.

CPAC's research and public policy initiatives led to the formation of Cuyahoga County's first regional arts and cultural district, Cuyahoga Arts and Culture, in 2005. In 2006, CPAC's public policy work led to the successful passage of Issue 18, a dedicated revenue stream of public sector support for Cuyahoga County's arts and culture sector, which generates \$19.5 million annually. In 2006, CPAC also designed and implemented a joint marketing group of twelve arts and cultural organizations in an effort to increase the profitability of direct marketing efforts. CPAC's continued efforts on behalf of individual artists led to the development of the first nationwide conference on artist-based community development in 2008 entitled, From Rust Belt to Artist Belt, and the first individual artist fellowship program in Cuyahoga County, the Creative Workforce Fellowship, in 2009.



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